

TURNING the CURVE

Toward Safer Indiana Roads

Governor's Council on
Impaired & Dangerous Driving



2002 Annual Report

Governor's Council on Impaired & Dangerous Driving

INDIANA RECORDS AN ALL-TIME LOW

Motor vehicle fatalities fall below 800

In 2002, Indiana experienced the fewest number of motor vehicle fatalities in the state’s history. For the first time ever, the number of motor vehicle fatalities was below 800 – the exact number was 779.

Indiana is also at its highest seat belt usage rate ever. Usage is currently at 75 percent – an increase of over 10 percent in the last two years. One very simple way to save even additional Hoosier lives is to wear a seat belt every trip, every time. No matter what type of vehicle you drive, the safest way to travel is by always wearing a seat belt. Properly wearing one’s seat belt increases the chance of surviving a crash by 50 percent.

"There is a direct link between seat belt usage and motor vehicle fatalities," Mayor Bart Peterson, chair of the Governor's Council on Impaired & Dangerous Driving, said. "Although Indiana reached a record low number of traffic fatalities last year, we still have more work to do to convince the public to always wear their seat belts and to never drive while impaired."

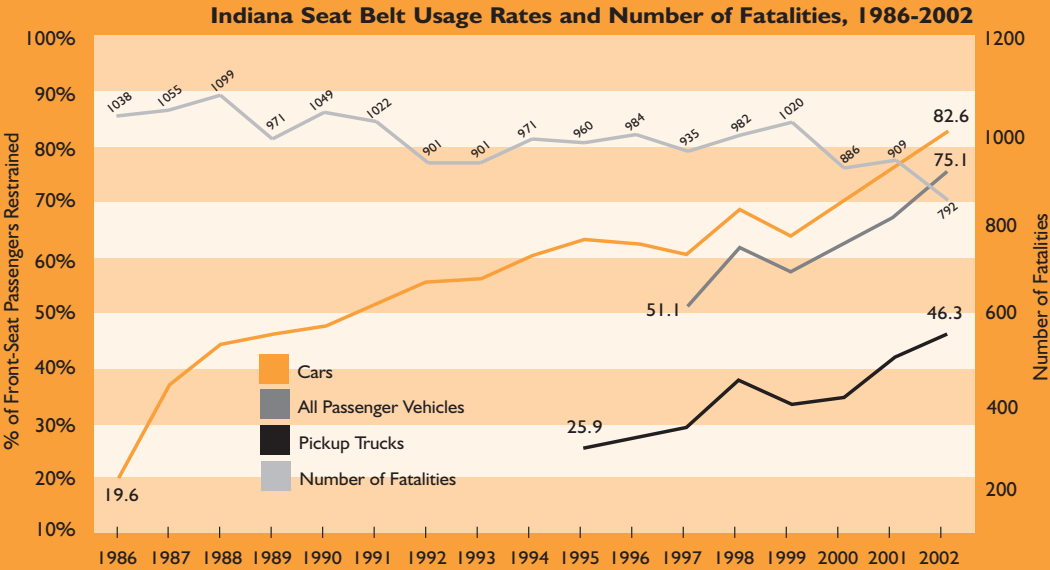
Studies show that education accompanied by enforcement is a strong, effective combination to convince motorists to change their behavior. Indiana law enforcement has worked diligently to remind Hoosier motorists to buckle up and never drive impaired.

"Enforcement by police officers and the common sense of average citizens have combined to make our roads safer last year than ever before," Governor Frank O'Bannon said. "Every time someone declines an alcoholic drink before driving or snaps her seat belt into place, that person may be making a difference in many lives. We've got more to do, but clearly Indiana is headed in the right direction."

"Without doubt, there have been significant programmatic efforts that have contributed to the reduction of motor vehicle crashes and fatalities in Indiana," said Jerry McCorry, director of the Governor's Council, a division of the Indiana Criminal Justice Institute. "The commitment to saving lives on Indiana's roadways from law enforcement officers is a key component to the number of Hoosier lives saved."

While this news is positive, there are still way too many people losing their lives on Indiana's roadways.

"Indiana has been extremely busy in helping to save lives on our roadways," said McCorry. "With the help and support of law enforcement departments, Indiana's traffic safety program is saving Hoosier lives—one father, one mother, one child at a time."



LETTER FROM GOVERNOR O'BANNON

January 2003

Indiana has made remarkable progress in increasing seat belt usage and in saving lives since 1999, our state's deadliest year for fatal traffic crashes. That year, 1,021 Hoosiers lost their lives as a result of vehicular crashes. And in that year, only about 57 percent of our citizens used their seat belts.

In 2000, seat belt usage rose to 62 percent, and traffic deaths declined greatly – to 890. At the time of this report, Indiana had reached an all-time for seat belt compliance – 72.2 percent – and was on track to experience the fewest number of motor vehicle fatalities in the state's history.

So while we have made tremendous progress, we all must do more to encourage Hoosiers to use safety restraints – not just because the law requires them to do so, but because it can mean the difference between life and death.

Programs such as Click It or Ticket are very effective in educating Hoosiers to wear their seat belts. I firmly believe that we will save lives by getting more Hoosiers to buckle up. It is the single most effective action we can take to save lives on Indiana's roadways.

This past year, Indiana was identified for having the best comprehensive impaired driving program in the country. This honor shows the dedication and commitment Indiana has in ridding our roadways of impaired drivers.

These are just two of the many successes of the Governor's Council on Impaired & Dangerous Driving that demonstrate how myself, the state of Indiana, the traffic safety community, and law enforcement agencies are committed to saving Hoosier lives.

Together, we are making a difference. I commend all of you for the work you do in the field of traffic safety to make Indiana a safer place to live.

Sincerely,



Frank O'Bannon
Governor of Indiana



Frank O'Bannon
Governor of Indiana

LETTER FROM MAYOR PETERSON

January 1, 2003



Bart Peterson
Mayor of Indianapolis

Greetings:

I was honored to be appointed Chairman of the Governor’s Council on Impaired & Dangerous Driving by Governor Frank O’Bannon during 2002. I am proud to serve in this important role, and committed to improving traffic safety across Indiana. I hope you will find this annual report of assistance, as it describes the activities of the Governor’s Council, a division of the Indiana Criminal Justice Institute.

By all measures 2002 was a record-setting year for improving safety on Indiana highways, roads, and streets. This year, Indiana has experienced its lowest number of fatalities involving vehicles since the 1940s, when records started being kept. The Governor’s Council, along with the dedicated law enforcement personnel who are on our frontlines every day, contributed greatly to this success.

This success has not gone unnoticed. In December 2002, Indiana was recognized by the National Commission Against Drunk Driving as having the most comprehensive impaired driving program in the nation. State Sen. Thomas Wyss and Director Jerry McCory, who have been at the forefront of traffic safety efforts in Indiana, accepted this award in Washington, D.C.

Awards and recognition are important. However, the result of our efforts and our successes is measured best by the safer streets and highways in our state. The approximately 150 fewer fatalities in 2002 has a tremendous impact on our state and communities. It means more family evenings and holidays together, more children raised by parents, and fewer parents receiving that feared late-night phone call.

Thank you for all you do to make Indiana a safer place to live, work, and raise a family. Let us continue to work hard every day to make Indiana highways, roads, and streets the safest in the nation.

Sincerely,

Bart Peterson
Mayor of Indianapolis

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Department of Education

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THOMAS WYSS
State Senator

GOVERNOR’S COUNCIL MISSION

The Governor’s Council on Impaired & Dangerous Driving serves as the public opinion catalyst and the implementing body for statewide action to reduce death and injury on Indiana roadways. The Council provides grant funding, training, coordination, and ongoing support to state and local traffic safety advocates.

The Council serves as the traffic safety focal point in Indiana. In this role, the Council is charged with developing policies, procedures, strategies, and programs to effectively manage and administer Indiana’s highway safety program. The intended outcome of all of the Council’s efforts is to reduce death and injuries, and economic costs associated with motor vehicle crashes. The Council, a division of the Indiana Criminal Justice Institute (CJI), administers federal funding from the National Highway Traffic Safety Administration (NHTSA) through targeted traffic safety grants to state and local organizations. The Council’s Advisory Board is appointed by the Governor to make traffic safety policy recommendations. The Council coordinates aggressive public information campaigns designed for implementation at the state and local level and provides materials, grant funding, and information to traffic-safety advocates. The Council also serves as Indiana’s primary source for information and research on traffic safety issues which directly affect public safety and policy.

Projects must fall within one or more of the Council’s program areas which include occupant protection, impaired driving countermeasures, police traffic services, community traffic safety programs, pedacyclist/pedestrian safety, motorcycle safety, or highway environment. Grants are awarded to projects according to a state problem analysis and highway safety plan. Preliminary proposals are accepted year-round.

Governor’s Council Mission:

*TO REDUCE DEATH, INJURY, PROPERTY DAMAGE AND ECONOMIC COST
ASSOCIATED WITH TRAFFIC CRASHES ON INDIANA’S ROADWAYS*

Overview

In the year 2000, Indiana recorded 793 fatal crashes that resulted in 886 traffic deaths. While any loss of life is tragic, the number of lives lost in motor vehicle crashes during 2000 was the lowest in Indiana’s history, and represented a 13.1 percent decrease from 1999. The equivalent fatality rate decreased from one fatality every eight and one-half hours in 1999 to one fatality every ten hours during 2000. The total number of injuries (70,678—preliminary for 2000) likewise decreased by 3 percent, which translates into an injury occurring every seven and one-half minutes. Although the overall number of crashes increased by 1.6 percent for a total number of 220,883 crashes for 2000, this modest increase was isolated to property damage crashes. In the tables and charts that follow, the available data elements related to 2001 fatal crashes and fatalities are displayed for information only. Because 2000 is the most recent year for which the most complete crash data are available, that year’s results are used for analysis and discussion.

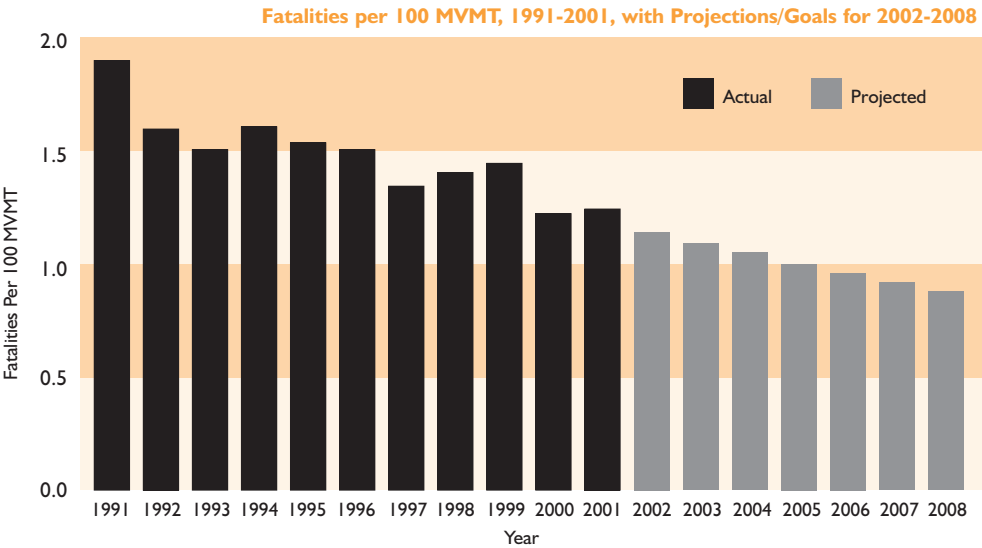
Crash Statistic Changes, 1991–2001

Statistic	Average							Average		% Change	
	1991-95	1996	1997	1998	1999	2000	2001	1996-00		1999-00	1991-00
All Crashes ¹	205,692	221,465	220,009	216,510	217,340	220,883	N/A	219,241		1.6%	13.3%
Fatal Crashes ²	844	872	846	884	892	793	825	857		-11.1%	-12.2%
Personal Injury Crashes ¹	50,564	52,058	52,413	51,865	49,518	48,393	N/A	50,849		-2.3%	2.7%
Alcohol-Related Crashes ¹	10,300	9,777	9,544	9,508	9,072	8,901	N/A	9,360		-1.9%	-19.5%
Fatalities ²	951	984	935	982	1,020	886	909	961		-13.1%	-13.3%
Alcohol-Related Fatalities ³	384	350	331	405	384	303	337	355		-21.1%	-38.5%
Total Injuries ¹	75,171	77,339	78,262	77,138	72,883	70,678	N/A	75,260		-3.0%	2.0%
Serious Injuries ¹	6,644	6,558	6,488	6,361	6,141	5,951	N/A	6,300		-3.1%	-10.8%
Pedestrian Fatalities ²	78	76	72	71	68	54	56	68		-20.6%	-38.6%
Pedalcyclist Fatalities ²	15	6	13	14	14	11	12	12		-21.4%	-42.1%
Motorcyclist Fatalities ²	67	62	48	69	67	73	75	64		9.0%	-11.0%
Economic Loss (Billions) ¹	2.570	2.675	2.654	2.664	2.634	2.496	N/A	2.662		-5.2%	-0.34%

¹Data based upon Indiana State Police Crash Records Database; Total Injuries for 2000 is a preliminary estimate
²Data based upon FARS data published as of May 30, 2002, for 2000, and as of June 17, 2002, for 2001
³Reported results were obtained from NHTSA and are based upon the FARS imputation model N/A=Data is currently unavailable

Performance Goals

Each year, the Indiana State Police crash data, Fatality Analysis Reporting System (FARS) data, and observational data are carefully studied and analyzed to determine the primary contributing factors to crashes and fatalities. Using these indicators, Indiana has established aggressive measures and outcome projections through the year 2008. The following indicators are also goals in some areas, reflecting that the continued introduction and reinforcement of strong countermeasure programs, introduced in recent years, will yield successful results. In other areas the projections (based upon historical data) are not sufficient to drive the desired change and for those areas, specific objectives are further defined.



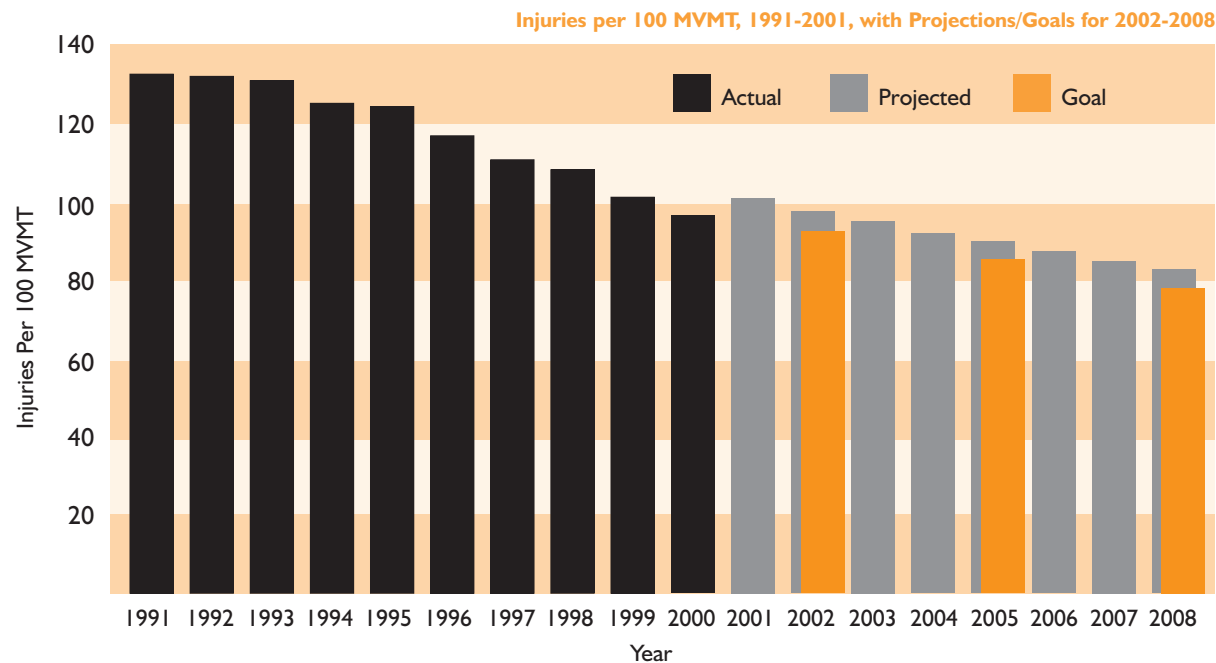
Analysis: The fatality rate decreased from 1.43 per 100 Million Vehicle Miles Traveled (MVMT) in 1999 to 1.21 in 2000, reinforcing the overall downward trend over the past decade. The State is on track to achieve its desired goals through 2008. Although the overall fatality rate has been decreasing over the past decade, the rate of change has been very gradual. For 2000, 59.8 percent of all fatalities were attributed to a rural road classification, 10.4 percent were attributed to an urban road classification, and 29.8 percent were listed as unknown roadway type. For alcohol-related fatalities, the rates were 58.2 percent for rural roads, 12.1 percent on urban roads, and 29.7 percent on an unknown roadway type. The continued low usage rates of seat belts among certain populations such as pickup truck occupants and young males adds further challenges to decreasing the fatality rate.

Goal

To decrease the state fatality rate per 100 MVMT from a baseline actual of 1.49 (984 fatalities) in 1996, to 1.13 in the year 2002 (864 projected fatalities), 0.99 in the year 2005 (831 projected fatalities), and 0.87 in 2008 (800 projected fatalities), with progress demonstrated on an annual basis.

Goal

To decrease the state personal injury rate per 100 MVMT from a baseline rate of 117.1 (77,339 injuries) in 1996, to 94.2 in the year 2002 (72,000 projected injuries), 86.0 in the year 2005 (72,000 projected injuries), and 78.5 in the year 2008 (72,000 projected injuries), with progress demonstrated on an annual basis. (NOTE: The goals for the personal injury rate per 100 MVMT were revised in 2002 to remain constant at 72,000 personal injuries through 2008, while striving to meet the goals established for decreasing the overall fatality rate. The potential for the number of personal injuries to increase as the number of fatalities decrease has thus been factored into these projected goals.)



Analysis: Indiana experienced a considerable decrease in the injury rate per 100 MVMT for 2000, at 97.7, representing a 4.2 percent improvement over 1999, and a 10.4 percent improvement over 1998. The 3.0 percent overall decrease in the number of injuries (70,678) for 2000 achieved another record low since 1991. Continued improvement in seat belt usage rates should assist the State in achieving its long-term goals in this area.

Alcohol-Related Crash Statistic Changes, 1991–2001

Statistic	Average							Average		% Change	
	1991-95	1996	1997	1998	1999	2000	2001	1996-00	1999-00	1991-00	1991-00
Alcohol-Related (ALC) Crashes ¹	10,300	9,777	9,544	9,508	9,072	8,901	N/A	9,360	-1.9%	-19.5%	-
% ALC Crashes	5.1%	4.4%	4.3%	4.4%	4.2%	4.0%	N/A	4.3%	-	-	-
ALC Fatal Crashes ²	342	312	295	360	342	270	300	316	-21.0%	-26.2%	-
% ALC Fatal Crashes	36.0%	31.7%	31.6%	36.7%	38.3%	34.0%	36.4%	32.9%	-	-	-
ALC Fatalities ³	384	350	331	405	384	303	337	355	-21.1%	-38.5%	-
% ALC Fatalities	40.5%	35.6%	35.4%	41.2%	37.6%	34.2%	37.1%	36.8%	-	-	-
ALC Injuries ¹	7,777	6,664	6,524	6,364	5,779	5,487	N/A	6,164	-5.1%	-27.3%	-
% ALC Injuries	10.5%	8.6%	8.3%	8.3%	7.9%	7.8%	N/A	8.2%	-	-	-

¹ These data are based upon Indiana State Police Crash Records Database

² Reported results are based upon imputed Alcohol Fatality data obtained from NHTSA, and are projected estimates based upon the FARS imputation model

³ Reported results were obtained from NHTSA and are based upon the FARS imputation model

Note: FARS Data based upon data files published as of May 30, 2002 for 2002, and as of June 17, 2002 for 2001

Analysis: After an increase from 1998 to 1999, the number of alcohol-related fatal crashes decreased by 21 percent from 1999 to 2000, and established a record low of 270 (preliminary estimate). The incidence rate of alcohol-related fatal crashes for 2000 was 0.37 per 100 MVMT, another low record for Indiana. Increased enforcement efforts throughout the State are a likely contributor to these successes. Despite these gains, there continues to be a number of drivers involved in fatal crashes who either are not tested for the presence of alcohol, or whose results do not get reported. Increased emphasis needs to be applied to test all drivers involved in fatal crashes, as well as increasing the criminal consequences for drivers with high BACs.

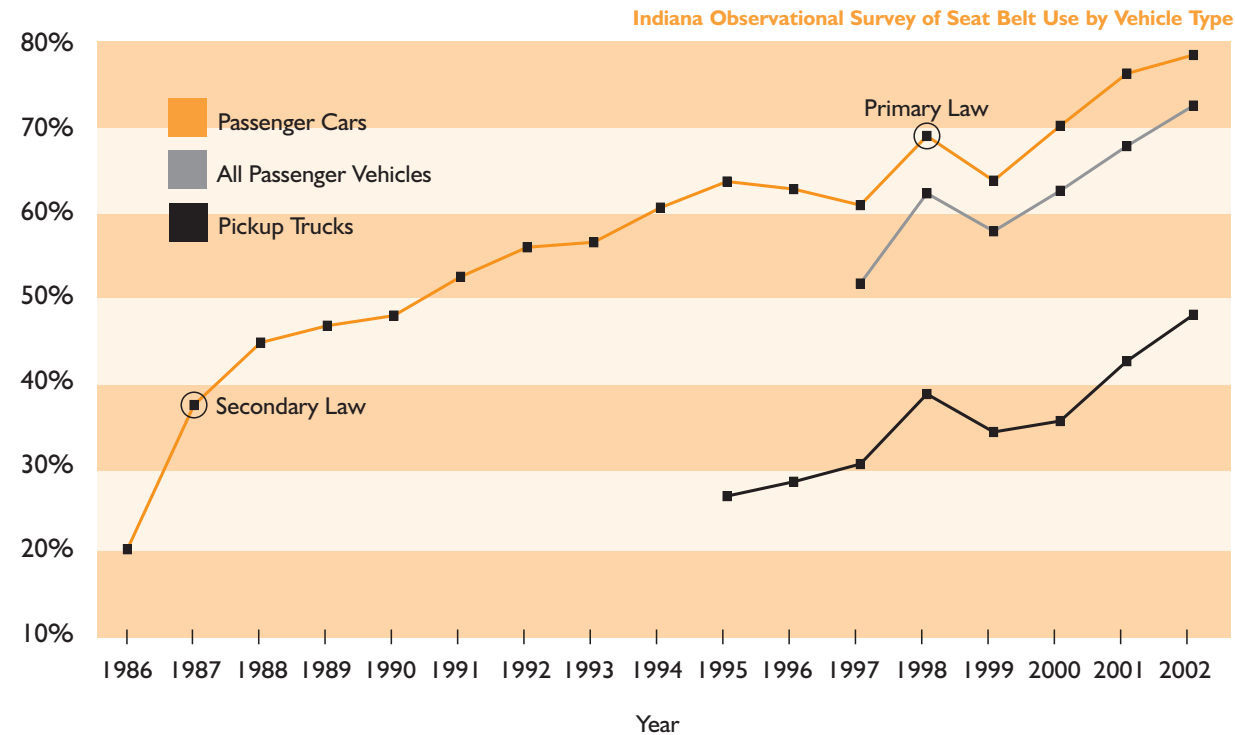


Goal

To decrease alcohol-related fatal crashes from a baseline of 0.47 per 100 MVMT in 1996 (312 fatal alcohol crashes), to 0.36 per 100 MVMT in 2002 (277 projected fatal alcohol crashes), to 0.31 per 100 MVMT in 2005 (260 projected fatal alcohol crashes), and to 0.26 in 2008 (projected 243 fatal alcohol crashes), with progress demonstrated on an annual basis. (These goals have been revised to present objectives based upon data obtained from NHTSA using the FARS imputed results versus actual results obtained from the ISP data.)

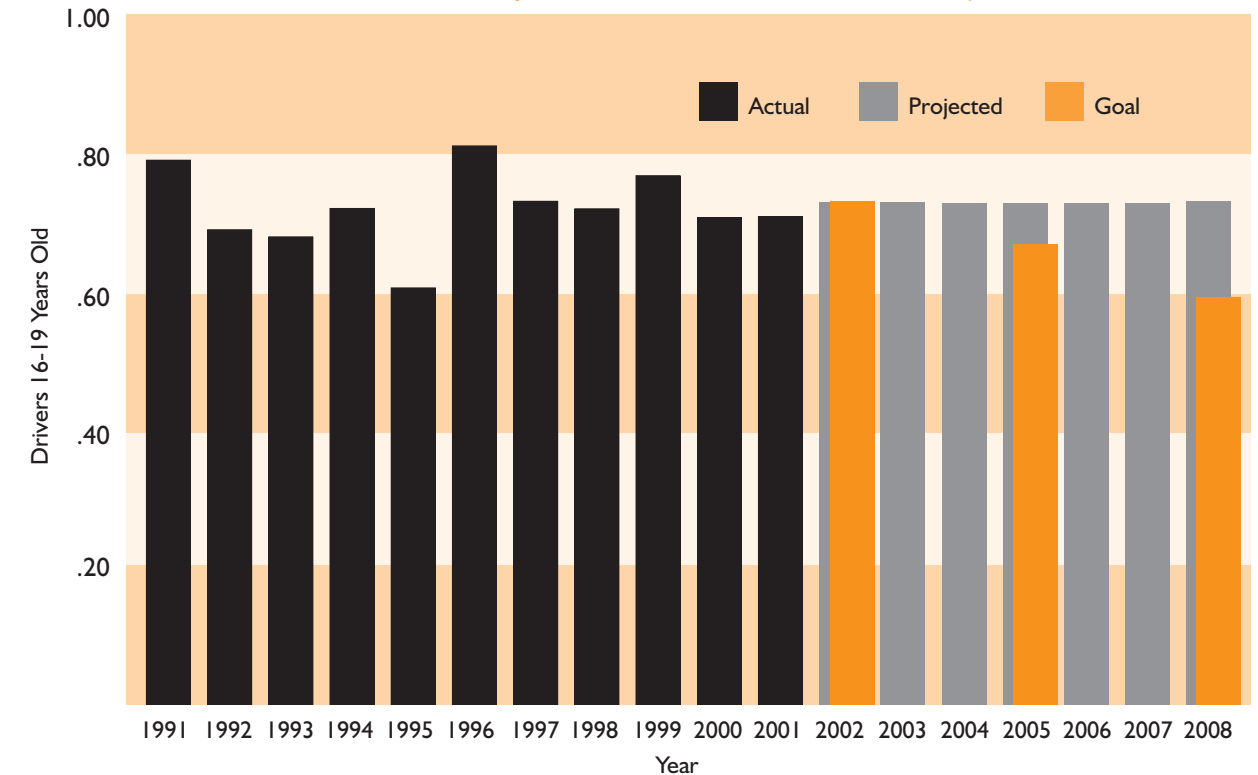
Goal

To increase the observational seat belt usage rate in all passenger vehicles, including pickup trucks, sport utility vehicles and vans from an actual usage rate of 61.8 percent in 1998 and 72.2 percent in 2002 to 82.0 percent by the year 2005, and 85.0 percent by the year 2008.



Analysis: The overall seat belt usage rate between 2001 and 2002 increased from 67.4 percent to 72.2 percent. (Observational seat belt usage data is annually collected in September [June in 2002], and, therefore, more current results can be reported for this objective area). There persists to be a distinctive difference in usage rates between pickup trucks and other vehicles, as pickup trucks continue to be exempted from the primary law. Although the usage rate for pickup truck occupants for the State increased by 5.3 percent, they remain extremely low at only 47.4 percent, while the usage rate for passenger cars was reported as 78.2 percent for 2002.

Drivers 16-19 Years Old in Fatal Crashes per 1,000 Licensed Drivers, 1991-2001 with Projections and Goals, 2002-2008



Analysis: After an increase from 0.71 in 1998 to 0.76 in 1999, the involvement rate in fatal crashes for the younger driver decreased to 0.70 per 1,000 licensed drivers in 2000. Despite these slight movements in the data, the overall trend has remained relatively flat over the past ten years. The State, however, has made large gains in the overall reduction of fatal crashes during this same time. There now has been two full years of crash data collected since Indiana's Graduated License Law went into effect on January 1, 1999. This data, combined with observational data, should provide the foundation to assess the degree of influence, if any, that passage of the law has exerted over the young driver's involvement in all crashes, not just fatal crashes.

Goal

To reduce the involvement rate in fatal crashes of the younger driver (age 16-19) from 0.80 fatal crashes per 1,000 licensed drivers in 1996 (190 actual fatal crashes), to 0.72 in the year 2002 (175 projected fatal crashes), 0.65 in the year 2005 (169 projected fatal crashes), and 0.59 in 2008 (163 projected fatal crashes), with progress demonstrated on an annual basis.

COUNTERMEASURES

The Council continued the Operation Pull Over (OPO) program during FY02. The program was supported by more than 200 local law enforcement departments as well as the Indiana State Police. The OPO program is the primary approach for enforcement and information dissemination at the local level.

Overall Strategies for FY02:

- Improve the Council’s coordination, evaluation, monitoring, and technical assistance to individual projects;
- Continue OPO to raise awareness and enforcement across the state;
- Expand on the Click It or Ticket program to include an executive committee and subcommittees to fully implement the recommended NHTSA campaign to include enforcement zones, highly visible media campaign in support of enforcement, and a strong evaluation component;
- Strengthen the enforcement of occupant protection laws by requiring overtime patrol funded programs to enact a zero tolerance enforcement approach, required traffic occupant protection strategy training (TOPS), standardized field sobriety training (SFST), submission of departmental enforcement policy, and submission of directive from the administration depicting the goals of the program and officer guidelines for working enforcement projects;
- Expand the observational seat belt survey from one annual to a total of three. One annual and two mini surveys will be conducted to identify current use trends and opportunities to increase the usage of seat belts;
- Expand programming to the judicial system for seat belts and alcohol;
- Continue to evaluate Indiana’s 51 drug and alcohol courts;
- Focus on the younger driver;
- Evaluate the effectiveness of the graduated driver’s license for the younger driver;
- Continue enforcement of the primary seat belt law;
- Continue to actively monitor and address the areas of railroad crossing, pedestrian/pedalcyclist, and motorcycle fatalities and their trends;

- Continue the Safe Communities approach;
- Continue with the implementation of the Traffic Records Improvement Plan; and
- Expand the DUI Taskforce program focusing on the passage of .08 legislation, improve the open container law, expand the occupant protection law, and amend the probationary license law.

Following is a summary of planned activities by area:

Planning and Administration

- Continue the administration, oversight and fiscal management of the state’s traffic safety programs.

Occupant Protection

- Provide program management services for the Council’s statewide occupant protection program;
- Coordinate Indiana’s OPO campaign;
- Award grant funds to Indiana State Police (ISP) and local law enforcement departments to conduct at least four (4) OPO “blitzes”;
- Incorporate the Click It or Ticket message into the OPO program and participate in NHTSA’s Region V effort;
- Continue and expand the 29 departments representing Big City/County (BCC) enforcement efforts;
- Continue to work with Automotive Safety Program (ASP) to increase seat belt and car safety seat usage through education, training, and dissemination of car seats and information;
- Purchase mobile roadside trailers for conducting seat belt enforcement zones;
- Continue to develop and support SAFE KIDS coalitions and chapters through ASP;

- Implement additional child safety seat permanent fitting stations;
- Participate in the National ABC (America Buckles Up Children) Mobilization efforts;
- Conduct a diversity-focused public information and education (PI&E) seat belt campaign;
- Conduct a public opinion survey for the Click It or Ticket campaign
- Conduct Indiana’s annual statewide observational safety belt survey plus 2 mini surveys;
- Host an OPO/Traffic Safety Challenge - Recognition Conference;
- Promote law enforcement training using the TOPS curriculum;
- Conduct an extensive paid-media campaign and evaluation campaign supporting the OPO/Click It or Ticket campaign;
- Purchase mobile roadside speed/message trailers to support seat belt enforcement zones statewide;
- Pickup truck enforcement and PI&E campaign;
- Provide a strong PI&E campaign supporting the Click It or Ticket campaign; and
- Promote occupant restraint use through various advocacy arenas.

Impaired Driving

- Provide program management services for the Council’s statewide impaired driving program;
- Participate in the “You Drink, You Drive, You Lose.” national mobilization;
- Award grant funds to ISP and local county law enforcement departments to conduct at least four (4) OPO “blitzes”;
- Conduct an alcohol assessment;
- Continue to coordinate and train law enforcement officers in standardized field sobriety test training, breath test instrument operations, procedures, and drug evaluation and classification training;
- Continue a program to evaluate drug and alcohol court-administered programs;

- Implement a training program for law enforcement, judges, and prosecutors to increase adjudication of DUI offenders;
- Continue to contract with Marion Co. Prosecutor’s Office to serve as the prosecutor and consultant statewide in the area of alcohol-related fatalities, serious bodily injury crashes relating to adjudication and training;
- Continue the statewide driving under the influence enforcement efforts of the ISP;
- Purchase 5-10 additional evidentiary breath test instruments to be distributed throughout the state;
- Continue to evaluate impaired driving countermeasures for effectiveness;
- Continue the Purdue University “Working Together to Combat Impaired Driving; Drive Rite Campaign”;
- Host an Indiana Youth Summit to prevent underage drinking;
- Partner with the Indiana Coalition to Reduce Underage Drinking (ICRUD) youth lead programs;
- Contract with a part-time SADD coordinator;
- Provide funding to state and local law enforcement for impaired driving enforcement equipment;
- Continue underage access enforcement efforts with the Indiana State Excise Police including the “Stop Underage Drinking and Sales” (SUDS) program and the “Cops in Shops” (CIS) program, server training; and
- Develop impaired driving prevention programs for youth throughout the state.

Police Traffic Services

- Continue enforcement efforts with the ISP in the areas of speed enforcement, impaired driving enforcement and seat belt usage enforcement;
- Provide training to law enforcement officers in areas such as: Project Management, TOPS, Occupant Protection Risk Management, Public Information and Child Auto Restraint Educator Seminars, and education in other areas as needed;
- Provide traffic enforcement equipment to law enforcement; and
- Purchase regional speed trailers with message boards for regional placement for law enforcement seat belt enforcement zone assistance and PI&E.



Traffic Records

- Continue with the implementation of Indiana’s traffic records action plan. Representatives from ISP, Bureau of Motor Vehicles (BMV), State Emergency Management Agency, Indiana Department of Transportation (INDOT), Department of Health, CJI, Sheriff’s Association, and Chief’s Association assist in this effort;
- Continue to provide a traffic records program coordinator to oversee the implementation of the traffic records improvement plan; and
- Continue to work with Purdue University to develop traffic safety problem identification information and to publish the Indiana *Crash Facts* book.

Emergency Medical Services

- Continue to monitor emergency response time and trends associated with emergency medical services; and
- Continue to improve the EMS records system through active participation in Indiana’s traffic records improvement plan.

Community Traffic Safety Programs

- Provide program management services for the Council’s statewide PI&E programs;
- Provide funding to four contractors for statewide coordination and technical assistance of the Council’s projects at the local level. One contractor will serve as a safe communities coordinator and the other three as regional law enforcement liaisons;

- Provide PI&E materials to support the various traffic safety public information and education campaigns;
- Continue with the Network of Employers for Traffic Safety (NETS) to bring traffic safety into the workplace, concentrating efforts in Safe Communities sites; and
- Provide scholarships for state and non-state employees, groups, and organizations to sponsor and/or attend traffic safety related conferences, seminars, and workshops.

Pedalcyclist/Pedestrian Safety

- Continue to develop PI&E programs through SAFE KIDS coalitions, and local communities; and
- Continue to monitor and evaluate crash trends statewide.

Motorcycle Safety

- Continue to develop motorcycle safety PI&E materials for statewide distribution.

Highway Environment

- Work with INDOT and ISP to enforce traffic laws in construction zones;
- Partner with INDOT to administer the section 154 transfer funds allocated to hazard elimination projects; and
- Continue to improve the roadway files records system through active participation in Indiana’s traffic records improvement plan.

OCCUPANT PROTECTION

Big City/County (BCC) Seat Belt Enforcement Program

FY02 was the third year Indiana utilized federal seat belt innovative dollars to target occupant protection enforcement. Year two was so successful, NHTSA asked the Council to devote more resources to the effort. BCC was increased from 29 to 52 county and municipal agencies statewide.

BCC coordinators, along with the DUI Taskforce coordinators, attended quarterly meetings in Indianapolis. During the meetings over the past year, seat belt enforcement zone and sobriety checkpoint trainings were conducted. Legal updates on occupant protection, impaired driving, and drug recognition were also given. Guest speakers also presented. Tony Young from the Kentucky State Patrol presented Kentucky’s Click It or Ticket program and shared its experiences. Select departments reported on their activities each meeting. The networking that occurred was instrumental in keeping ideas flowing and morale at a high level.

Automotive Safety Program, Indiana University School of Medicine

The Automotive Safety Program (ASP) received funding through 402, 2003(b), and 405 grants. It continued to serve as a statewide resource by developing programs and PI&E initiatives for children and adults. It maintained and managed an Advisory Board, consisting of child passenger safety advocates. The committee met quarterly and provided overall direction for the program.

ASP worked hard during the 2001-2002 year to ensure that children across the state were being properly restrained in motor vehicles. They continued to assist with car seat inspection clinics and expanded child safety seat distribution programs such as permanent fitting stations and Project B.S.E.A.T.E.D.

Enforcement totals from May through September 2002.

Seat belt	13,769
Child restraint	338
Speed	1,105
Open container	6
Minor alcohol	6
Misdemeanor DUI	41
Felony DUI	6
Other alcohol	19
License suspended	432
Graduated license	16
Other license	321
Criminal misdemeanor	144
Criminal felony	45
Other traffic	1,189
Total	17,437
Patrol hours	6,344.75
Contacts per hour	2.72
Occupant protection citations per hour	2.04



Following are some of the highlights from the past year:

Car Seat Clinics and Distribution Programs

- Participated in 16 car seat clinics.
 - 386 seats inspected.
 - 202 replacement seats issued.
- 130 seats distributed through low-income program.
- Three seats provided through loaner program.
- Eight special-needs car seats provided through loaner program.
- 10 seats donated to health fairs.

Permanent Fitting Stations – funded through 405

The Permanent Fitting Station (PFS) network continued to expand during this grant year. The total number of PFS reached the maximum goal of 50, bringing the total number of sites inspecting car seats under ASP to a total of 54. PFS provided locations for parents or caregivers to learn how to properly install their child safety seats, while being educated with the most current information about best practices in protecting their entire family during travel. Under the supervision of a certified NHTSA Technician, parents were given the opportunity to demonstrate proficiency in the use of their restraint system in their particular motor vehicle.

In order to create a greater awareness of PFS to the general public, a statewide campaign titled “One Size Doesn’t Fit All” was conducted. The campaign included the use of:

- 30-second television spots.
- 15- and 30-second radio spots.
- Two-sided brochures.

Requests for car seat inspection appointments increased dramatically due to the campaign.

Results:

- 5,230 car seats inspected statewide.
- 2,247 car seats replaced statewide.
- 3,806 car seats had at least one misuse.
- 73% overall misuse rate.

The ASP Permanent Fitting Station project was chosen as one of six PFS projects nationwide to serve as a model for a NHTSA research project. The purpose of the study was to investigate the functioning of existing PFS networks, in order to develop a guideline to assist other states throughout the country with the set-up and maintenance of the same type of program.

Project B.S.E.A.T.E.D.

Project B.S.E.A.T.E.D. evolved into Project L.O.V.E. (Law Officer Vouchers and Enforcement), with input from the Council, local and state police officers, and members from the Marion County Traffic Safety Partnership.

Project L.O.V.E. was a voucher program that allowed officers to issue a voucher to anyone deemed in need of a child safety seat. Parents were able to redeem their voucher for an appropriate child safety seat at one of 51 designated locations, where a certified Child Passenger Safety (CPS) technician was available to assist with proper installation.

There were 100 police departments, including 18 ISP Posts, that participated in the program. As a pilot program, additional vouchers will be distributed through at least one county’s traffic court.

- 62 seats were distributed through this project in FY02.

Law Enforcement Training

ASP staff assisted with the instruction of a NHTSA CPS class that targeted law enforcement officers throughout the state. The class was sponsored by the Indiana State Police, Seymour Post.

- 12 officers attended and passed the course.
- 55 other officers were trained in additional classes.

Child Safety Seat Training

ASP continued to be the primary resource for the NHTSA Standardized CPS Technician Training in Indiana. They offered this training to health care providers, law enforcement officers, parents, child care providers, and other interested groups or individuals.

Results:

- Conducted 10 trainings.
- Assisted with 11 additional trainings throughout the state.
- 184 technicians certified this grant year.
- Currently have 540 technicians in Indiana.
- Seven new instructors certified.
- Currently have 24 instructors in Indiana.

ASP conducted three CPS Refresher Courses utilizing the SAFE KIDS curriculum.

- 103 technicians and instructors in attendance.

Special Needs

ASP continued to serve as a state and national resource on the safe transportation of children with special health care needs. “Safe Travel for All Children,” the special needs curriculum and training developed by ASP, was conducted by staff at locations around the country and in Indianapolis.

- 123 participants at seven locations.

Latino Community Project

All brochures have been translated into Spanish and are available for statewide distribution.

Held first bilingual NHTSA CPS Technician training in Indiana, resulting in eight new certified technicians.

Established bilingual permanent fitting stations in Marion and St. Joseph Counties.

Distributed approximately 50 car seats to the Latino community through the Indiana Minority Health Coalition (IMHC).

Safety Education and Resources

ASP continued to develop and provide new educational programs and materials to the residents of Indiana. They served as a safety resource through many different venues including:

- Supported the 1-800-KID-N-CAR toll-free number.
- Redesigned and updated Web site www.preventinjury.org.
- Produced and distributed quarterly newsletters to more than 1,500 individuals and agencies.
- Distributed 6,100 “Buckle Up Bug” kits.
- Provided the Buckle Up Bug for 30 appearances.

- Provided “Belt Abouts” child passenger safety curriculum for children in grades 4-6.
- Promoted the implementation of “Risk Watch” injury prevention curriculum for children from pre-K through grade 12.
- Attended and/or presented at 16 different conferences and workshops.
- Conducted 17 presentations or health fairs on traffic safety issues, reaching 3,290 people.
- Conducted 17 interviews and provided information through various media outlets.
- Distributed more than 107,393 pieces of educational material.

African-American Initiatives

Motor vehicle crashes are the number one cause of death for African-Americans under the age of 14. Motor vehicle crashes are the second leading cause of death for African-American males age 15-26, and the fourth leading cause of death for all African-Americans age 25-44, regardless of gender. Statistics indicated that nationwide fewer minority drivers are buckling up. To gain a better understanding of the exact problem, telephone and convenience surveys were conducted, as well as observational seat belt surveys on 13,000 vehicles in Elkhart, Marion, St. Joseph, Vanderburg, and Vigo counties.

In an effort to address this serious problem, the Council joined forces with IMHC. A special outreach initiative was conducted to educate minority communities about the importance of wearing seat belts. In February 2002, the Council launched statewide radio and billboard messages, and an Indianapolis-based news box message with the slogan, “Am I my brother’s keeper?” The “Brother’s Keeper” campaign had a primary target audience of African-American males between the ages of 15 and 35, with a secondary audience of all African-American males, and a tertiary demographic of reaching all African-Americans.

On April 4, 2002, the Council and IMHC hosted a community reception with leaders from the African-American community to discuss Click It or Ticket and Brother’s Keeper. Stephanie DeKemper, Executive Director of IMHC, discussed the data collection and observational surveys on African-Americans and seat belt use. Ms. Yvonne McBride, director of the Georgia Governor’s Office of Highway Safety, gave insight on how to effectively communicate the Click It or Ticket message to the African-American community.

The new “Brother’s Keeper” public service announcement was introduced to 200-plus attendees during the reception. The 30-second public service announcement featured African-American men standing up for the cause. The “Brother’s Keeper” cast included Indiana General Assembly Representative William Crawford, Center Township Trustee Carl Drummer, Indiana University-Purdue University Head Basketball Coach Ron Hunter, WISH-TV Channel 8’s sports anchor Anthony Calhoun, Indianapolis Colts’ Tight End Marcus Pollard, Indiana State Police Superintendent Mel Carraway, and many others.

In addition:

The Council displayed at the annual Black Expo in Indianapolis, which is one of the largest African-American expositions in the nation.

The Council provided advertisement at the Circle City Classic, which is an African-American college football game.

Latino Initiative

Due to the state’s burgeoning Latino population, the Council took the initiative to address the issue of occupant protection in this community as well. As part of the Click It or Ticket campaign, brochures, billboards, signage, etc. were translated into Spanish.

While the fatality and injury rate for children in vehicle crashes has declined the past 20 years, there is still a disproportionate number of Latino children injured and killed. At the start of this grant year, car seat educational materials and resources for the Latino population in Indiana were limited. Upon review of programs across the country and a discussion among those working directly within the population, the following steps were accomplished to create resources for the Spanish-speaking community.

- Translated all child passenger safety materials into Spanish.
- Held Indiana’s first NHTSA certification class targeting the Latino community. Eight bilingual individuals working directly with this population were certified as technicians.

- Established bilingual fitting stations in Marion and St. Joseph counties.
- Distributed 50 car seats to the Latino community through the IMHC, Westside Community Health Center, and the Indianapolis Fire Department.
- Promoted child passenger safety to approximately 200 families at the Fiesta Indianapolis.
- Scheduled second bilingual NHTSA certification class for November, where two bilingual instructor candidates will teach NHTSA’s Spanish curriculum as a pilot.
- Established program to expand permanent fitting stations throughout Latino communities.

Bilingual Technicians Certified in Child Passenger Safety

In May of 2002, ASP was proud to sponsor the first bilingual CPS Technician class in Indiana. This class was part of an initiative to create adequate resources in response to the needs of one of the fastest-growing populations in Indiana, the Latino population.

The project was a challenging endeavor, and there were many language barriers to overcome, as the NHTSA Standardized CPS Technician Curriculum materials and tests are only produced in the English language. Ross Taylor, a bilingual-certified CPS Technician Instructor from the Phoenix, Ariz., Police Department assisted with the class instruction, and provided translation into Spanish to emphasize the important technical points.

Counties represented in the training were:

- Marion
- Tippecanoe
- St. Joseph

Agencies represented were:

- Indiana Minority Health Coalition
- El Centro Hispano
- Wishard Westside Community Health Center
- St. Joseph County Minority Health Coalition
- Tippecanoe County Minority Health Coalition
- Indianapolis Fire Department

On the final day of class, a car seat clinic was held at the Hispanic Education Resource Center for the Indianapolis Latino community.

In the future, ASP will work to train three of these new technicians to become bilingual instructors, which will increase the number of bilingual instructors in Indiana.

IMHC will be receiving a grant as well to expand Permanent Fitting Stations throughout the state in an effort to educate the Hispanic population on the proper use and installation of child safety seats.

Pickup Trucks

Over the Labor Day holiday, law enforcement officers were out on Indiana roadways reminding motorists to Click It or Ticket. In conjunction with the increased enforcement, a media campaign was running, reminding Hoosiers that “It

Happens. Buckle Up.” The purpose of the message was to remind those individuals who own, drive, and ride in trucks that they should always be properly restrained despite the fact that Indiana law exempts pickup trucks from the seat belt law. The campaign ran on radio stations statewide along with outdoor media. The goal of the Council is to increase seat belt usage by all passengers, in all types of vehicles, throughout the state.

With pickup trucks being exempt from Indiana’s seat belt law, the usage rate continues to remain much lower than passenger cars. The current seat belt usage rate is 78.2 percent among passenger cars, and 47.4 percent among pickup trucks. The Council understands that to increase the usage rate, legislation must be passed to require seat belt use in all seating positions in all passenger vehicles. During this upcoming legislative session, efforts will be made to pass this legislation.

Operation Pull Over

FY02 was the eighth year for Operation Pull Over. Modeled after the Canadian STEP program, 223 local and county law enforcement agencies participated in statewide quarterly waves of seat belt surveys, public awareness events, and two weeks of enforcement per blitz. Occupant protection and impaired driving remain the focus of the program. There were 66 sheriff departments and 157 municipal and university departments participating. Over 80 percent of Indiana’s population is served by these law enforcement agencies.

Enforcement Activity

- Contacts per hour of funded overtime.
- Contacts (all citations and warnings): 124,349
 - Patrol hours: 42,253
 - Contacts per hour: 2.94
- Seat belt and child restraint citations per hour of funded overtime.
- Occupant protection citations: 78,227
 - Occupant protection citations per hour: 1.85

- Total department activity.
- Contacts (all citations and warnings): 230,374
 - Occupant protection citations: 100,021
 - Percent of occupant protection contacts to total contacts: 43.42%

Average pre and post seat belt usage rates

Blitz	Pre	Post
29	65.74	71.27
30	65.79	70.42
31	68.77	78.08
32	72.03	77.13
Total	67.95	74.17

Hours when overtime patrol took place

Time	Totals
6:01 a.m. – 12:00 p.m.	12,526.08
12:01 p.m. – 6:00 p.m.	21,659.82
6:01 p.m. – 12:00 a.m.	7,717.27
12:01 a.m. – 6:00 a.m.	2,271.95

Physical arrest hours = 2,531.45

Administrative hours = 2,562.24

FY02 OPO and Department Activity Totals

	Citation	Warning	Totals
Seat Belt	95,595	972	96,567
Child Restraint	3,061	393	3,454
Speed	31,350	20,121	51,471
Open Container	328	44	372
Minor Alcohol	1,733	-	1,733
Misdemeanor DUI	3,956	-	3,956
Felony DUI	718	1	719
Other Alcohol	1,970	1	1,971
License Suspended	6,898	8	6,906
Graduated License	325	38	363
Other License	4,509	2,081	6,590
Criminal Misdemeanor	11,297	35	11,332
Criminal Felony	3,908	33	3,941
Other Traffic	19,039	21,960	40,999
	184,687	45,687	230,374
Self-reported	pre	post	Total
PI&E efforts	8,332	3,081	11,413

Click It or Ticket May Mobilization

Much of the remaining 157 grant funds were used to help implement and support the large Click It or Ticket campaign that was conducted as part of the May Mobilization. An executive committee was created to provide overall support and direction of the program. From the executive committee, sub-committees were formed to address diversity, PI&E, enforcement, and evaluation. The sub-committees met monthly and were all very active in planning for the May Mobilization.

Enforcement

The Council hired three additional Law Enforcement Liaisons (LEL) for a total of six for the state. The LELs were extremely busy gaining the support of additional law enforcement agencies, as well as gaining commitment from agencies to conduct seat belt enforcement zones. Mini-grants were offered to agencies that were not a part of the OPO or BCC program and agreed to conduct 10 or more seat belt enforcement zones during the May Mobilization. For the Click It or Ticket campaign, the Council planned to have 28 seat belt enforcement zones conducted in every county in the state during a two-week period. In order to accomplish this, LELs recruited agencies not currently in OPO in those targeted counties. Forty-nine county and municipal departments agreed to conduct enforcement zones to help meet the goal. These agencies contributed 717 zones at a cost of \$35,950.00. ISP conducted over 600 zones to cover areas where local agencies could not provide coverage. Overall, we had the support of 385 of our 499 law enforcement agencies, or 77 percent.

The Council set a goal to conduct 2,500 zones, however data indicates that a total of 4,077 seat belt enforcement zones were conducted during the two-week period of heightened enforcement during May. As a result of the campaign, 24,697 seat belt citations and 704 child restraint citations were issued. Indiana's stepped-up enforcement resulted in many additional arrests as well which are charted on page 21.

Preliminary Enforcement Zone Results

Type of Citation	# of Citations Issued	Type of Citation	# of Citations Issued
Seat Belt	24,697	Felony DUI	8
Child Restraint	704	Suspended License	337
Open Container	7	Graduated License	19
Underage Alcohol	5	Criminal Misdemeanor	162
Misdemeanor DUI	29	Criminal Felony	48
		Total	26,016

Public Information and Education

There was an extensive paid-media effort to support the Click It or Ticket campaign. BMV, telephone, and observational seat belt surveys were conducted to evaluate the effectiveness of the campaign. In addition to radio PSAs, TV commercials, and billboards, other items created were brochures printed in English and Spanish, posters for police agencies, 300 banners which were sent to participating police agencies, and gas pump and tractor trailer decals. More than 700 "Seat Belt Enforcement Zone" signs were also purchased and provided to law enforcement agencies to help alert drivers when a zone was being conducted ahead. A sticky note was also developed for officers to place on citations to educate motorists of the campaign and the importance of buckling up. In addition to the items purchased through the 157 monies, INDOT printed 500 Click It or Ticket road signs. Half of these were erected by INDOT, and the other half were made available to local police agencies. Due to the popularity of these signs, INDOT agreed to print an additional 1,000 road signs that are now being erected throughout the state.

Click It or Ticket Campaign Progress

Political Permission

- Governor Frank O'Bannon mailed over 1,625 letters in support of the program to mayors, judges, prosecutors, clerk treasurers, legislators, chiefs, sheriffs, and marshals.
- Proclamations in support of seat belt enforcement zones were disseminated to all chiefs and sheriffs to be delivered from them to their mayors and/or city councilmen to gain political permission/support.
- The Attorney General sent letters of support to all prosecuting attorneys.
- Meetings were held with key legislators to inform them about the program and gain their support.

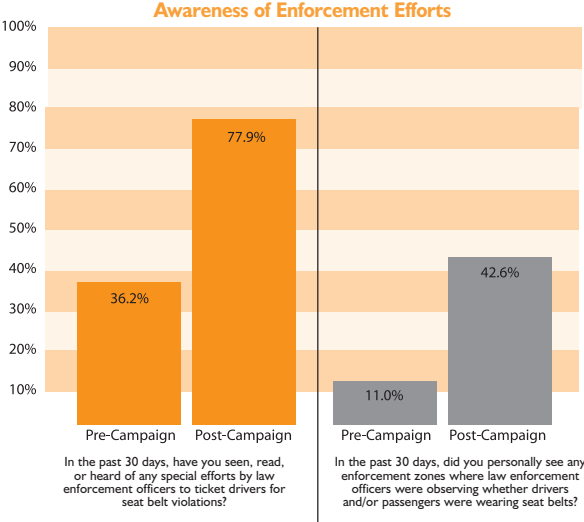
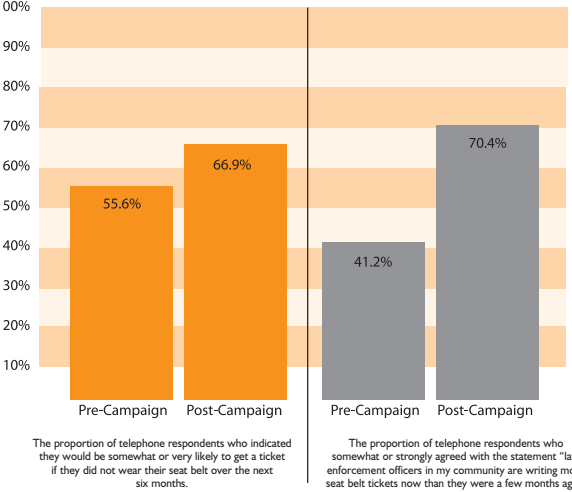
Other

- Indiana implemented the national model of the Click It or Ticket (CIOT) Campaign during the November mobilization demonstrating the effectiveness of paid media versus earned media supporting seat belt and child restraint enforcement. Preliminary results indicate a significant improvement in knowledge, attitudes, and usage rates for Indiana citizens. This mobilization has provided Indiana with a framework to improve our May mobilization.
- An Executive CIOT Committee was formed. Out of the executive committee, subcommittees were developed addressing diversity, enforcement, evaluation, and public information and education. All are very active subcommittees. Committee chairs, members, and Council staff, support and attend, guiding primarily the May 2002 Mobilization.

Enforcement

- A May 1 date was the target for securing zone locations, times, and dates to coordinate with the ISP and have information available for the media.
- Indiana increased their LELs from three to six. A goal was set to conduct a minimum of 2,500 seat belt enforcement zones, however, goal was exceeded with more than 4,000 committed as of May 1, 2002.
- The Council and NHTSA staff met with the Indiana State Police District Commanders and Public Information Officers at their quarterly meeting on March 8 to educate ISP about the May CIOT. At the conclusion of the presentation, all ISP personnel met with the Council's Law Enforcement Liaisons in their respective areas to become acquainted and answer general questions.
- A management tool to track law enforcement department zones by county, date, time of day, and location was developed to monitor zone coverage.
- A reporting instrument was developed to report every zone conducted. It was faxed at the end of each day by the zone supervisor so the information could be summarized and sent to the media daily.
- To gear up for the enforcement zones during the May mobilization, a training curriculum was developed specifically for law enforcement that included legal issues, classroom, and a hands-on enforcement zone demonstration. A training video covering the purpose and importance of zones, officer safety, legal issues, etc. was completed and available the end of March.

Perceived Risk of Receiving a Ticket for Seat Belt Violations



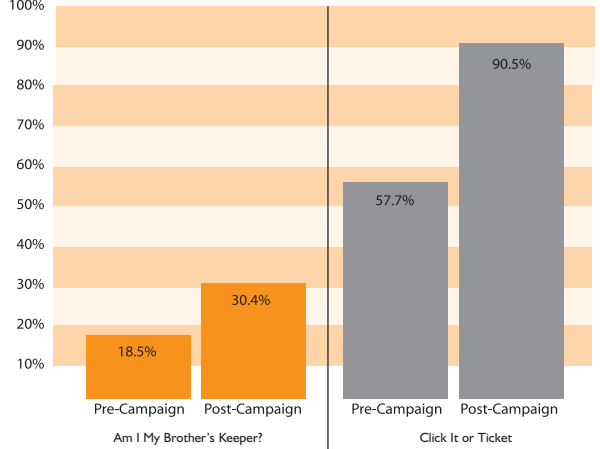
Six regional workshops were planned during the first two weeks of May with each lasting three hours. Mayors, judges, prosecutors, legislators, minority groups, and media were invited.

- Other efforts to assist law enforcement in conducting the enforcement zones were: Council purchased 770 portable "seat belt enforcement zone" orange roll-up signs with stands; (66 printed bilingual) 16 portable speed trailers with message boards; informational handouts for the public; reporting forms; sticky notes (4" X 6") given to the violator at the time of ticketing explaining the program; canned news releases for departments to fill in for the media; and grants to support conducting zone enforcement to departments that normally do not participate in the Council's overtime-funded seat belt enforcement programs.
- A poster reminding officers of the importance of enforcing seat belt laws was sent to all law enforcement departments across the state.

Public Information and Education

- Approximately \$1million was programmed for placement for print and electronic paid media running statewide for a period of three weeks.
- A Web site specifically for CIOT was developed: www.in.gov/cji/clickit. Over 10,000 hits occurred on this site specifically during the month of May.
- Three hundred (52" X 168") doubled-sided CIOT banners for law enforcement to display.
- One-thousand CIOT roadway/highway signage with 50 percent available for local law enforcement to place in their communities (INDOT was the leader of this effort using 154 funding). INDOT district garages will distribute and erect 500, with the locals being responsible for their communities.
- Utilize INDOT's electronic signage to display a CIOT message.
- An 800 CIOT comment line was operational. All individuals that called into the 800 number received a return call from a member of the Council staff or LEL. Questions included, but weren't limited to – Why does Indiana have a seat belt law and not a motorcycle helmet law? Why aren't pickup trucks included in the law? How can the state justify spending this much money on a seat belt campaign while in a budget crisis?
- A brochure for the public was printed describing the purpose of the CIOT Campaign. A Spanish version was also available.
- During the last two weeks of April, editorial board meetings occurred in Ft. Wayne, Indianapolis, South Bend, Gary, and Evansville to educate the media about the CIOT May Mobilization. Indiana State Police Public Information Officers, local law enforcement officers, Council Director, Council PR Manager, and the six law enforcement liaisons attended. In areas concentrated with minority populations, minority editorial boards also occurred.
- The Indiana Petroleum Association and Indiana Petroleum Council collaborated with the Council to display a CIOT decal on all 30,000 (3" X 4") gas pumps across Indiana. An article on CIOT was placed in their newsletter. A letter accompanying the decals will also ask gas stations to display the CIOT message on their marquees.
- The Indiana Motor Truck Association agreed to place 20, 000 (15" X 18") decals with the CIOT message on the rear of tractor trailers with articles placed in their newsletter before, during and after the May CIOT. Most of the tractor trailers were intra-state trucking.
- Council met with the state SADD Coordinator to ask for support in working with schools to use the Council's CIOT stencil to paint the message on school parking lot exits.
- A NHTSA Region V staff member made a presentation on March 13 to the Indiana EN CARE State Council enlisting their support and also requesting members to solicit hospitals for their support of CIOT.
- A telephone, BMV, and pre and post statewide observational surveys with three mini surveys planned at different intervals of the campaign. We have chosen to expand our number of respondents for our surveys so that we can address and thoroughly evaluate the success of this campaign according to age, race, and gender.

Respondents Who Had Seen, Read, or Heard Campaign Slogans



- The Indiana Minority Health Coalition and its constituents work in collaboration with the Council to raise seat belt usage among minority populations to address this public health issue.
- Minority-owned print and electronic media was used to promote the campaign.
- A racial profiling video was developed.
- Translation of billboards, radio PSAs, and brochures into Spanish.
- A public service announcement using the theme “Am I My Brothers Keeper?” was finalized with several “high profile” individuals from Indiana participating.
- A reception for members of the minority community scheduled for April 4, 2002, at the NCAA Hall of Champions in Indianapolis was well-attended and received by all who were invited.
- A bilingual child passenger safety training program took place May 13-16 in Indianapolis. Students completing the training became a NHTSA Certified Child Passenger Safety Technician. Only bilingual students attended.

DUI Taskforce Enforcement Program

Participating agencies are required to be active in the statewide “Operation Pull Over” program and each officer is required to be certified in Standardized Field Sobriety Testing (SFST). Letters of support were received from the Mayors, Town Councils, Chiefs of Police, County Sheriffs and Prosecutors for this program to fight impaired driving. Each taskforce has a Taskforce Commander who is responsible for project coordination, data collection, and reporting.

As of October 1, 2001, 95 county, state, and municipal law enforcement departments participate representing:	Collectively, those participating represent the following:
25 Counties	71% of all Crashes
20 Sheriff's Departments	54% of all Fatalities
71 Municipal Departments	70% of all Alcohol-related Crashes
Indiana State Police	54% of all Alcohol Fatalities
4 University Police	69% of all Alcohol PI Crashes

Statewide DUI Fatality and Serious Bodily Injury Prosecutor

Responsibility was immediately assumed for three existing cases and became co-counsel on three additional pending fatality cases. A total of 10 DUI fatality cases have been filed and an additional seven DUI SBI cases were assigned. An additional five fatality cases are still in the investigatory stages awaiting a charging decision.

The DUI Prosecutor conducted the following training programs statewide:

- Evaluation feedback provided extremely positive comments about the training opportunity, indicating a strong desire for additional conferences on related topics.*

The Prosecutor responds to the scene of all fatality or possible fatality impaired-driving crashes in Marion County to:

- Conduct a briefing with the lead crash investigator.
- Provide legal guidance to officers with respect to the proper collection of evidence (including breath tests and blood draws) and search warrants.
- Direct officers to take photographs or video from specific angles or distances that may be helpful in court.
- Interview witnesses during the process that may enhance the chances of a successful prosecution.
- Hold a meeting following the crash investigation with the lead investigator for purposes of filing the appropriate criminal charges.

The Prosecutor has responded to the scene of 17 crashes.

More than two dozen inquiries have been made from prosecutors' offices throughout the state seeking assistance on various aspects in the prosecution of a pending DUI/O.V.W.I. case or investigation. One such request resulted in a teleconference call to provide counsel and guidance on several pending DUI cases in that jurisdiction. Only one request for assignment as a Special Deputy Prosecutor on a DUI fatality has been made during the first year. However, the trial date in that case was set at a time that conflicted with a previously established teaching schedule.

Impaired Driving Training for Law Enforcement

The Indiana Law Enforcement Academy (ILEA) administered the statewide Standardized Field Sobriety Testing (SFST) and the Drug Recognition Expert (DRE) programs. Both included instructor and basic training programs using grant funds from the Council. A full-time coordinator organized the statewide program. All Council-funded enforcement programs require officers to be trained in SFST.

SFST

SFST remained a priority for FY02. Indiana made very solid strides toward ensuring every law enforcement officer was trained in SFST. The Council commended the Law Enforcement Training Board for including the SFST curriculum as a required course for all new recruits beginning in January 2003. All recruit officers attending law enforcement academies in Indiana will be required to become certified in SFST prior to completion. In a few years, every road officer will have SFST training.

- This fiscal year, the reported number of officers trained in SFST is 754.
- The number of SFST instructors continued to increase in this state.
- This year 58 officers were trained as instructors for a total of 300 and includes officers trained to instruct DRE.

In June an SFST instructor refresher training was held on Butler campus. Ninety-nine instructors were in attendance, with several individuals representing all the instructors in their department. Updates in the SFST curriculum were discussed, new instructor manuals were made available, and interactive SFST refresher CDs were distributed. The CDs allowed officers to take a brief refresher in SFST. They were then asked several questions and their competency was recorded on a second disk.

To date, 239 officers have reported successfully completing the refresher training.

In addition to officer training, the coordinator assisted the Indiana Prosecuting Attorney's Council by helping train prosecutors in DUI cases; provided direct expert testimony in six counties, and provided assistance in case preparation in several cases for prosecutors across the state.

DRE

The Drug Evaluation and Classification Program (DECP) which assists officers in identifying drug-impaired drivers continued to grow.

- There were two classes held in 2002.
- There were 38 officers trained bringing the total of DREs to 72 certified and 59 in the certification process.

Indiana held two re-certification trainings this year, both featured individuals with national prominence. Trinka Porratta, recognized as the voice on Gamma Hydroxybutrate (GHB), spoke in Terre Haute. DREs were allowed to attend what was scheduled as a training for Vigo County School Administrators. With a little bargaining, costs were split and 14 DREs attended. In Fort Wayne, Jim Mock, a nationally recognized expert dealing with RAVEs and RAVE drugs, particularly the drug Ecstasy (MDMA), was the instructor. This training was made possible through partnering with the Allen County Local Coordinating Council. Ninety-seven DREs and officers in the certification process attended. The Council was able to offer both trainings at no cost to officers or their departments through the partnership effort.

The statewide coordinator was elected as the national chair for the DECP for 2003.

Preventing Underage Drinking

The Indiana State Excise conducts two programs with the primary goal of each program being to reduce the availability of alcoholic beverages to persons less than twenty-one years of age. Overall, both programs are a success and allow excise officers to contribute to preventing minors from obtaining alcoholic beverages.

SUDS (Stop Underage Drinking & Sales) allows excise officers to work overtime and enforce Indiana's alcoholic beverage laws. It provides increased visibility and enforcement at events that attract underage persons to an environment conducive to the consumption of alcoholic beverages. Such events included concerts, Indiana University's Little 500, Purdue University's Grand Prix, the Indianapolis 500 Race, and the Madison Regatta.

CIS (Cops In Shops) allows excise officers, in cooperation with dealer permit store owners, to pose as customers and employees of dealer (not on-premise consumption) stores throughout Indiana. Persons under twenty-one years of age who entered and attempted to purchase alcoholic beverages were intercepted by excise officers and arrested. Persons attempting to furnish alcoholic beverages to minors at or near these stores were also arrested.

Excise Police provided:

- Server training programs given throughout the state totaled 523.
- Educational school programs were presented to 178 schools.

Juveniles = under the age of 18
Minors = 18-20 year olds
Adults = 21 years and older

Summary of SUDS Details

SUDS Juveniles

316 on at least 385 charges:

- 175 - possession
- Three - entry into a licensed premises
- Four - possession/use of false Identification
- 14 - drug-related charges
- 179 - tobacco offenses
- Four - other offenses

SUDS Minors

1,397 - arrested/warned on 1,587 charges:

- 1,365 - in possession
- 56 - entry into a licensed premises
- 86 - possession/use of false identification
- 19 - public intoxication
- 35 - drug related charges
- 26 - other offenses

SUDS Adults

- 165 - arrested/warned on 192 charges:
- 81 - furnishing alcoholic beverages to minors
 - Eight - public intoxication
 - 61 - drug-related offenses
 - Two - resisting arrest
 - 46 - other offenses
- A total of 1,878 total individuals were arrested/warned on 2,164 charges during SUDS details by Excise alone.*
- Together local law enforcement and Excise made contact with 2,330 individuals providing 2,630 summons and warnings.*
- Officers reported citing 81 establishments on 145 charges and issued warnings to 18 establishments on 20 charges.*

Summary of CIS Details

CIS Juveniles

- 27 juveniles arrested/warned on 45 charges:
- 13 - minor entry
 - 17 - possession of alcohol
 - Eight - tobacco related offenses
 - Seven - other offenses

CIS Minors

- 393 minors arrested/warned on 620 charges:
- 247 - minor entry
 - 104 - possession/use of false identification
 - 219 - minor in possession of alcoholic beverages
 - Three - drug-related offenses
 - 47 - other offenses

CIS Adults

- 62 adults arrested/warned on 68 charges:
- Three - public intoxication
 - 23 - furnishing alcoholic beverages to a minor
 - 28 - inducing a minor to possess an alcoholic beverage
 - Three - drug-related offenses
 - 11 - other offenses

A total of 482 individuals or 733 charges for CIS details.

Improvement of Adjudication and Sanctioning of Impaired Driving

Multi Media Systems Delivering Evidence-Based Knowledge to Judges

Through the work of Judge Linda Chezem, at Indiana University’s Department of Toxicology, Indiana judges will be receiving training to improve the adjudication and sanctioning of impaired drivers. Information is being developed that will include up-to-date evidence-based knowledge about alcohol and other drugs to 175 judges. The training will improve judicial sanctioning of impaired drivers by increasing the number of alcohol assessments ordered in sentencing hearings.

An educational video and Web site will increase a judge’s knowledge of the toxicology of alcohol and other drugs. The video and Web site will also provide options and information on how to effectively sanction impaired drivers. A one-on-one site visit also takes place.

- A pilot video was created for the education of judges that includes:
- Pre-stop observation and the most common articulated suspicion factors;
 - Probable cause indicators for alcohol and other drugs;
 - Explanation of impairment levels and combinations; and
 - Use of appropriate sanctions.

A password-protected Web site of resources to assist judges in the improvement of the adjudication and sanctioning of impaired driving cases is in a “pilot” stage. The resources include the most recent evidence-based research available from reliable sources, updates of Indiana law and cases, and other relevant information from NHTSA and the traffic safety professionals.

The project is ongoing and will be completed during FY03.

Assessment of Court Administered Alcohol and Drug Programs

The project, “Building Evaluation Capacity for the Assessment of Court Established Alcohol and Drug Programs” involves a collaboration between the Indiana Judicial Center and a research team from the Hudson Institute and Indiana University to determine the effectiveness of Indiana’s Court Alcohol and Drug Programs. The program consists of an assessment of existing capacity for evaluation among the Court Alcohol and Drug Programs, the development of minimal standards for evaluation, dissemination of standards, technical assistance, and initial evaluation.

The project is conducted in the following phases:

1. Assess current capacity
2. Develop minimal standards for evaluation
3. Disseminate the standards
4. Provide technical assistance
5. Conduct model evaluations.

A major focus during this grant period was developing and implementing a centralized database for the collection of statistics at the local level that will then be utilized at the state level to determine overall effectiveness of Court Alcohol and Drug Programs. The current information systems in Indiana and current treatment capacity were determined.

Those steps included:

- Determining appropriate variables for statistical database;
- Designing the database;
- Testing the database in a pilot county;
- Presenting an initial pilot of database;
- Training the programs on using the database; and
- Implementing collection of data at the local level.

The final phase of the project is to collect, analyze, and interpret the data now being collected at the local level both in a descriptive fashion and an outcome analysis. The timeline for completion of this project is anticipated to be September 2003.

Impaired Driving Assessment

The state’s Impaired Driving Assessment was requested by the Council to further analyze impaired driving countermeasure efforts throughout the state. The NHTSA Technical Assistance Team consisted of five highly qualified individuals that conducted interviews and studied the current alcohol programs in the state. During a two and one-half day period, the team conducted 42 interviews with various Indiana experts in the fields of prevention, deterrence, program management, treatment/prevention, and driver licensing. The purpose of the assessment was to develop a diverse perspective on the laws and programs of the state. During the “report out,” which was the reporting of the assessment team’s findings, many recommendations were made to continue and improve the downward trend of alcohol-related incidents. This report was forwarded to the Governor’s office for review. The recommendations will be placed before an Indiana panel of experts to decide the course of action to be taken. This strategic action plan will lay the groundwork through a one-day alcohol forum during the spring of 2003.

Breath Test Instrument Upgrade

The Council awarded the Department of Toxicology funding to upgrade breath test instruments. The grant contained three components:

- 1) *Upgrading of current evidentiary breath test instruments to enable calibration at 0.08 g ethanol/210L breath.* Toxicology installed the new chips and calibrated each of the 272 breath test instruments to 0.08 g ethanol/210L breath throughout Indiana.
- 2) *Purchase of software package for data acquisition and management, and statistical analysis of breath alcohol tests.* A software package was received from National Patent Analytical Systems, the manufacturer of the DataMaster that will enable the collection and analysis of breath ethanol results from all breath test instruments throughout the state. National Patent is working with Toxicology to program the information that will be needed to obtain data from breath test sites. This will allow Toxicology to obtain information regarding the time of day, day of the week, county of OWI occurrence, breath ethanol concentration, age, and gender on all breath tests run in the State of Indiana and will allow us to compile the data such that an annual report can be produced.
- 3) *Purchase of nine new breath test instruments for both replacement and placement at new locations.* Toxicology received the instruments in August 2002. These instruments are being inspected and calibrated for distribution at breath test instrument sites and will be completed by December 2002.

Indiana Judicial Center

The Indiana Judicial Center received a grant to send a team of five Indiana judicial officers to the 2001 ABA Traffic Court Program. Judges were selected that had law enforcement departments participating in a DUI Taskforce within their communities. The Traffic Court program is an annual conference hosted by the American Bar Association Judicial Division. This three-day program exposed attendees to the latest technologies in breath testing and speed check devices as well as updates in the law on commercial driver’s license, problems impacting traffic/impaired driving court, and the latest on dealing with alcohol- and drug-impaired drivers. Conference session topics included traffic court, role of the judge and ethical issues; instruments for checking vehicle speeds; admissibility of speed check evidence; search and seizure update; traffic court management techniques; recognizing and testing for alcohol impairment; legal aspects for implied consent, administrative license revocation, and chemical tests; drug recognition evidence; treatment and addiction; defendant’s rights, double jeopardy, arraignment, and guilty pleas; and commercial driver’s license update.

The five-member team included: Hon. Randy Coffey, Magistrate, Steuben Circuit/Superior Court; Hon. Natalie Conn, Judge, Grant Superior Court; Hon. Julia Jent, Judge, Porter Superior Court; Hon. Marcia Linsky, Magistrate, Allen Superior Court; and Hon. Wayne Sturtevant, Judge, Hamilton Superior Court.

Some of the individual comments from the five-member team are noted below:

- The knowledge gained about new technology in evidence gathering (radar, laser, VASCAR) would be useful in understanding evidence presented in court on a daily basis.
- The presentations on the effects of alcohol/controlled substance should be offered statewide.
- A similar program should be offered to Indiana judges combining Indiana specific law with portions of the ABA presentation on alcohol/drug recognition, speed check instruments and evidence, field sobriety tests, etc.
- Insight on the effects of alcohol as to driver impairment depending upon amount consumed.
- The program would be equally beneficial for judges who handle traffic infractions and misdemeanors excluding drug/alcohol offenses.
- The presentations on search/seizure, defendant’s rights, and guilty pleas highlighted several areas which could be improved in my own courtroom.

POLICE TRAFFIC SERVICES

Traffic Safety Training and Advocate Input

Throughout the course of each fiscal year Council staff meets with various groups, individuals, and organizations, soliciting input from them as to their needs and recommendations that could be implemented to improve highway safety in Indiana. Also, annually the Council staff conducts approximately six regional training seminars. The purpose of the training is to convey information about the Council’s goals, explain the funding/application process, describe how they (local units of government) develop goals and local action plans to impact traffic safety problems in their communities, and show how they are integral in impacting statewide goals which are provided at the time of training. Agenda time is set aside for those attending to provide input to the Council to discuss problems, concerns, and directions they feel would benefit local communities, groups, and organizations.

The staff and LELs present the Council’s goals and objectives, federal and state initiatives, crash statistics, enforcement best practices, training opportunities, grant and reporting requirements, public information and education best practices, and questions and answers.

The Council considers this to be a true “opportunity” to meet face-to-face with people who want to make a difference in Indiana. During 2002 over 220 agencies attended the trainings held in Jasper, Scottsburg, Crawfordsville, Valparaiso, Fort Wayne, and Indianapolis.

The Council conducts, funds, and supports various trainings during the year. The BCC Seat Belt program and DUI Taskforce coordinators meet quarterly in Indianapolis to report on their activities, network with other coordinators, receive training on relevant issues, and hear guest speakers. These meetings have been instrumental in the success of the programs.

Through the Marion County Traffic Safety Partnership, Seat Belt Enforcement Zone trainings were conducted in May to support the Click It or Ticket campaign. Instructions on filling out the reports, legal updates on the seat belt law, and hands-on enforcement zones were demonstrated.

The Council also provided law enforcement training credits for a Methamphetamine Summit and the Many Voices One Vision conference.

Indiana State Police

The Council funded ISP to conduct four comprehensive statewide enforcement projects. Statewide Driving Under the Influence Enforcement Project (SWDUIEP) focused on impaired driving using saturation patrols. High Performance Vehicle (HPV) project targeted specific events and highways that have high volumes of traffic and crash rates. Camaros were out looking for aggressive drivers, speeding and seat belt violators. Selective Traffic Enforcement Project (STEP) targeted all types of dangerous driving during peak travel periods. Combined Accident Reduction Enforcement (CARE) focused on traffic safety enforcement around the major holidays. ISP also participated in OPO and was the lead agency for the Click It or Ticket campaign in May 2002.

Enforcement results for each project

	CARE	STEP	SWDUIEP	HPV	OPO	Totals
Traffic arrest	11,001	20,923	7,847	7,393		47,164
Moving arrest	7,181	10,566	3,935			21,682
DUI	69	31	818			918
Misdemeanor DUI					536	536
Felony DUI					100	100
Other alcohol					243	243
Open container					43	43
Warning	5,461	11,024	8,401			24,886
Police service	478	483	236			1,197
Crash investigation	95	26	44			165
Truck arrest	975	2,010	642	1,444		5,071
Criminal arrest	201	176	1,029			1,406
Felony arrest	88	36	206			330
Misdemeanor criminal					1,598	1,598
Felony criminal					600	600
Speed 55	3,412	8,178	1,529			13,119
Speed 65	3,241	1,150	542			4,933
Speed warn	3,325	6,432	3,496			13,253
Speed					15,038	15,038
Seat belt	3,186	9,089	2,377	2,079	9,359	26,090
Child restraint	104	194	100		252	650
Other citations					9,252	9,252
Other warnings					21,485	21,485
Hours worked	4,563	10,213	7,145	2,208		24,129
Contacts per hour	3.5	3.1	4.4	4.4	3.2	3.72
OP contacts to total contacts					15.84%	15.84%
Media contacts					1,562	1,562

Traffic arrest: includes all traffic arrests

Moving arrest: those traffic arrests that are moving

Truck arrest: those arrests involving vehicles with truck plates

Police service: contacts with motorists needing assistance

Enforcement Results for Each Project

- CARE**

 - 3.5 enforcement contacts per hour
 - 2.4 traffic citations written per hour
 - 30% occupant protection citations

OPO

 - 91.2% occupant protection citations
 - 3.17 traffic citations written per hour

HPV

 - 3 special traffic patrols and 13 special details
 - 0.65 contacts per hour truck enforcement
 - 28.12% occupant protection citations
 - 3.35 traffic citations written per hour
- STEP**

 - 29 violations identified as crash factors
 - 3.1 enforcement contacts per hour
 - 2.05 citations per hour
 - 85.8% traffic enforcement arrests
 - 44.37% occupant protection citations

SWDUIEP

 - 485 saturation patrols
 - 0.11 DUI arrests per hour
 - 1.45 DUI and Alco Sensor contacts per hour
 - 31.57% occupant protection citations

The Council offered funding for in-car video cameras and portable breath test instruments to those departments in DUI Taskforce and ISP. Equipment Assessment Surveys were completed and the LELs made on-site visits to verify the need. Several agencies participated and contributed 25 percent of the total purchase with the Council contributing the remaining 75 percent. In-car video camera systems are an effective tool in the fight against impaired drivers. The cameras are also useful in seat belt enforcement.

In-Car Video Cameras: 94
Approximate Council Funding: \$280,000.00

Portable Breath Test Instruments: 359
Approximate Council Funding: \$119,160.00

The Council received 157 innovative funding for the purchase of message/speed trailers. Grants were awarded to eight police agencies involved in the BCC Seat Belt Enforcement Project. Each agency purchased two trailers and loan them to other agencies on a first come, first served basis. Messages pre-programmed into the units include Seat Belt Enforcement Zone, Operation Pull Over, and Click It or Ticket. Departments using the trailers faxed to the Council a form outlining the messages displayed, location, and other comments on the trailers. To date, over 100 forms have been received.

Work Zone Enforcement

The Council contributed funding to INDOT in their efforts to enforce traffic laws in construction zones. INDOT contracted with the Indiana State Police to conduct this enforcement. Troopers from nine districts worked various construction zones in 2002. Here are the results:

Traffic arrest	11,309	Truck arrest	1,544	Seat belt	1,629
Moving arrest	8,565	Criminal arrest	119	Child restraint	50
DUI	19	Felony arrest	32		
Warnings	15,196	Speed 55	3,412		
Police services	1,774	Speed 65	2,941	Hours worked	19,364
Crash investigation	309	Speed warning	11,643	Contacts per hour	1.68

COMMUNITY TRAFFIC SAFETY PROGRAMS

OPO Awards Banquet

The OPO Awards Banquet honoring the accomplishments of the Council's statewide enforcement program was held at the Ritz Charles, Carmel, Indiana. The theme was "Saving lives is an everyday chore for heroes." Over 400 law enforcement and traffic safety professionals from throughout the state attended this event highlighted with the keynote address from Maury Hannigan. Commissioner Hannigan retired from the California Highway Patrol after 31 years of service. During his address, he stated the importance of law enforcement personnel and the use of seat belts while on patrol but to also set the example during off-duty vehicle operation. During the banquet, various awards were given to top performing officers as well as departments. Special recognition was given to the Gary Police Department for the unprecedented increase in seat belt usage rates and to the Marion County Traffic Safety Partnership for their continued excellence in all areas of traffic safety. Local businesses donated door prizes ranging from tickets to sporting events to a state-of-the-art radar gun.

Winners were as follows:

	Grand Champion Best in State \$4,000 each	Regional Champion North \$2,000 each	Regional Champion Central \$2,000 each	Regional Champion South \$2,000 each
Police Dept.				
Small Dept.	Winona Lake PD	Knox PD	Lapel PD	Aurora PD
Medium Dept.	Shelbyville PD	Crown Point PD	Crawfordsville PD	Indiana University PD
Large Dept.	Fort Wayne PD	South Bend PD	Lafayette PD	Bloomington PD
Sheriff Dept.				
Small Dept.	Randolph Co SD	Noble Co SD	Wayne Co SD	Lawrence Co SD
Large Dept.	Elkhart Co SD	Saint Joseph Co SD	Delaware Co SD	Bartholomew Co SD
	1st Place \$4,000 award	2nd Place \$2,000 award		
IN State Police				
	District #34 Jasper	District #45 Sellersburg		

Network of Employers for Traffic Safety

The Indiana Network of Employers for Traffic Safety (NETS) program influences people's behavior in the workplace by recruiting businesses to start the NETS 12-month seat belt program, "Buckle Up, Indiana!"

Each company is provided a program binder that includes educational materials, access to the video library, and stencils. In addition, each participating company is encouraged to have their seat belt program committee attend the free four-hour workshop. Most companies take advantage of the workshop and stencils. A year two, 12-month seat belt program was developed to include posters, presentations, and other materials needed for businesses to continue their seat belt efforts that have already completed the first 12-month program, "Buckle Up, Indiana!". A defensive driving and distracted driving element was added, and monthly activities are based on months of the year and holiday messages to the program. For example, Easter: Hop into your seat belt; Memorial Day: Start summer off right, buckle up; 4th of July: Uncle Sam wants you...to buckle up. The program has been created with quarterly themes: Pickup trucks and seat belts, distracted driving, defensive driving, and winter driving. Each month includes a theme to match the holiday in the month or the season, and a health issue to create a broader base to market the program (i.e., nurses and wellness coordinators).

Participating Companies

Allison Transmission

- Baseline usage in May 2001 was 57 percent but has risen to 72 percent and 75 percent during spring/summer and fall of 2002.

Bedford Power Train

- Baseline usage in May/June of 2001 was 53 percent, and unfortunately has hovered around 55 percent and they do not feel there is much they can do to increase seat belt usage without a change in the seat belt law to include pickup trucks.

Marion Metal Center

- Usage in April 2001 was 70 percent and has remained relatively constant. The coordinator planned a week-long event to promote traffic safety during the NETS Drive Safely Work Week (DSWW) which included radio spots, placemats with safety messages in local restaurants and their employee cafeteria, banners on their fence, and a safety fair for employees.

Metal Fabricating Division

- Baseline usage in April 2001 was 71 percent. Seat belt usage in June and September were 82 percent and 80 percent, indicating about a 10 percent increase in seat belt usage rates. The coordinator has been doing a great job of collecting seat belt testimonials and publishing them in their newsletter, and communicating safe-driving messages to employees especially around the holidays.

Fort Wayne

- Usage in May 2001 was 81 percent and remains around this same level. Although they have not done an event to promote seat belt safety, they regularly include seat belt articles for Supervisor Talking Points which are discussed in team meetings, and plant safety tours are conducted every other Tuesday, and seat belt usage is regularly discussed with employees on a one-on-one basis during the tours, reaching on average 10 employees during the tour.

Delphi/Delco Electronics

- Baseline usage in January 2002 was 57 percent, and surveys in May 2002 showed a 10 percent increase in usage rates. Delphi has been our shining star. They've done a wonderful job of embracing the program. The coordinator started recruiting saved-by-the-belt testimonials and distributing them as a flyer combined with buckle up message reminders every six to eight weeks. Vince & Larry made a personal appearance to distribute the first set of flyers. They've also included traffic safety questions in their Spell SAFE program, displayed a wrecked car on the property grounds, and buckle up messages are posted on Delphi's intranet site and in e-mail messages.

Great Lakes Chemical Corporation (GLCC)

- GLCC was not allowed to perform seat belt surveys, but were allowed instead to ask employees to complete seat belt perception surveys that they did at their kick-off event in November 2001. Their kick-off event included a personal appearance by Vince & Larry, seat belt display, seat belt trivia, and Dead or Alive (DOA) software. In February, they included seat belt safety messages during blood pressure screenings for employees – NETS created a poster with the heading "Buckle Up for the One You Love" to use at the Valentine's Day event. In August, they had a speaker come in to speak on the topic of child safety seats.

Daimler Chrysler

- Daimler Chrysler purchased the program in July 2002 and indicated they may do portions of the program, but wanted to purchase the program for the ideas in the binder they could use with other topics and programs.

SBC

- Baseline usage was 100 percent and remains at 100 percent usage rate based on their fleet vehicles. SBC's workshop was conducted in August 2001 and their kick-off event was conducted in December 2001 in conjunction with NETS utilizing the NETS seat belt display, DOA software, "Just Call Me Crash" video, and a seat belt trivia and seat belt relay competition. The NETS binder communication materials have been included in the SBC newsletter reaching 60,000 SBC employees.

Participating Companies

City of South Bend

- The City of South Bend’s workshop was conducted in April 2002 and was attended by 13 committee members. Their kick-off event was conducted in October 2002, which included three to four 90-minute sessions each day. Attendees were encouraged to sign a pledge to wear their seat belts and at the end of the session they drew names of people from the pledges and gave away gift certificates and prizes from area restaurants that donated gifts. The sessions included an employee sharing his story of breaking his back as a result of driving unrestrained, a law enforcement officer talking about child safety seat laws and guidelines, another employee shared the story of his daughter being killed by an airbag due to being unrestrained, and an appearance by Vince & Larry, the crash test dummies, who then picked eight people from the audience to play seat belt family-feud trivia style.

Comcast Cablevision

- Baseline usage was 86 percent. Their workshop was conducted in August 2002, and their committee is currently planning their kick-off event. Comcast Cable participated in the NETS DSWW and Corporate Seat Belt Challenge during September 2002. They are a highly enthusiastic group and are expected to have a model seat belt program.

Damar Homes

- Baseline usage was 88 percent and usage surged to 96 percent during the program implementation. Damar’s workshop was conducted during June 2001. They started handing out safety messages and created a safety display to exhibit during paycheck distribution in the main employee lounge and continue this activity to date.

Indiana Farmers Mutual Insurance

- The program was purchased in July 2001, but the program has never been formally implemented due to a change in personnel at Farmers.

Clarian Health, Inc.

- Clarian’s workshop was conducted during August 2002. The committee is planning their kick-off event in conjunction with Clarian’s Health & Safety Fair and Carnival Days scheduled for late October and November 2002. Usage rates taken years ago were 72 percent, but baseline usage rate for the current program will be conducted during next fiscal year.

Network of Employers for Traffic Safety (NETS)

- Eighty-six safe driving presentations were made by request reaching approximately 10,000 people during the year. Most presentations were on seat belts or distracted driving.
- Various seat belt displays and demonstrations using the DOA software were conducted by the NETS coordinator at the company’s seat belt kick-off events as requested. The NETS seat belt display and DOA software were demonstrated at approximately 20 different companies or events including GM Indy, GM Marion, GM Bedford, Allison Transmission, SBC, GLCC, etc.
- The DSWW event was held in October due to the 9/11/01 terrorist attack and received media coverage including a live remote from Fox 59, and coverage on the morning and noon news with WRTV 6 and WISH 8. This year’s DSWW event received coverage from WIBC radio and Comcast Cablevision. Participants in the seat belt program were recognized at the DSWW media event.

Indiana SAFE KIDS

The Indiana State SAFE KIDS Coalition (ISSKC) state coordinator is housed with ASP and coordinated the statewide efforts of the local SAFE KIDS coalitions and chapters.

There were five new chapters established this year for a total of 30 SAFE KIDS chapters in Indiana. Chapters are composed of health care providers, law enforcement officers, and other child safety advocates who are dedicated to reducing childhood injuries. ISSKC supports the local chapters by making mini-grants available so chapters can purchase various safety items such as bike helmets, car seats, pedestrian safety signs, T-shirts, brochures, etc. Twenty mini-grants were awarded this year.

Trainings

- Conducted the fifth annual Chapter and Coalition Coordinator Training Conference on April 4 and 5, 2002.
- Attended the Injury Free Coalition for Kids meeting in Dallas, Texas.
- Attended the statewide Latino Summit.
- Attended the statewide meeting held by the Consumer Products Safety Commission.

Child Passenger Safety (CPS)

- Distributed 175 car seats through the Texas Migrant Council.
- Participated in the third annual NAACP/LaRaza partnership to promote CPS to African-American and Latino families.
- 39 car seats checked.
- 29 car seats given away.
- Conducted 14 car seat check-up events and trainings through General Motors (GM).
- Awarded \$11,200 through 14 GM Buckle Up grants, funded by National SAFE KIDS.
- Provided the Chevy Venture Mobile Check-Up Van on 38 different occasions to enhance child passenger safety activities, including child safety seat clinics, parades, festivals, and health fairs throughout the state.
- Assisted with six NHTSA CPS Technician classes.
- Coordinated the second annual Child Safety Day with State Farm Insurance, who provided a \$20,000 donation to purchase car seats, refreshments, and other needed materials.
- 13 events conducted on May 18, 2002.
- 120 technicians recruited to participate in the events.
- 494 car seats checked.
- 238 car seats given away.
- Overall misuse rate was 89 percent.

Boost America!

ISSKC assisted with the design, implementation, and evaluation of the statewide booster seat campaign through Ford Motor Company, United Way, and International Center on Injury Prevention (ICIP).

- 3,500 booster seats were distributed throughout Indiana.

Pedestrian Safety

SAFE KIDS realized that not only are motor vehicle occupants at risk of serious injury or death, but many children are injured or killed each year as pedestrians, bicyclists, or as passengers on a school bus. ASP used the SAFE KIDS program to educate the general public about these important issues as well as child passenger safety.

The Indiana SAFE KIDS Walk this Way taskforce was developed to promote safe walking behaviors among children who walk to and from school or ride the bus at local elementary schools. The taskforce applied for and received \$4,000 from National SAFE KIDS to develop school-based pedestrian safety committees and initiate environmental changes in and around school areas. The plan included strategies on how to improve environmental conditions at local schools throughout the state, the development of a taskforce brochure, and a step-by-step tool kit/CD that would display current and past taskforce programs on pedestrian safety.

The 3rd annual Walk this Way event was held on October 2, 2001, at IPS #78, with over 200 kids participating.

School Bus Safety

ASP served as the Council representative on the Indiana State School Bus Committee. A final rule was passed regarding physical performance standards for school bus drivers. ASP voted “no” on the rule because it did not address safety concerns for children and bus drivers. The Governor was asked to veto the final rule, however, the bill was not vetoed, and the rule is now in effect. The State School Bus Committee only met once during the year.

ASP hired a consultant to provide school bus training throughout Indiana. Eleven trainings were conducted for nearly 350 individuals who transport children. Two conferences were attended by the consultant.

Bicycle Safety

ISSKC established new partnerships during the grant year with the intent of distributing bicycle helmets and promoting bicycle safety. More than 180 helmets and 330 brochures were distributed at local events.

As part of a national campaign sponsored by Johnson and Johnson, Bell Helmets, and National SAFE KIDS, Indiana SAFE KIDS received a quantity of 675 bicycle helmets for statewide distribution. The giveaway will occur during FY 2003.

Law Enforcement Liaisons

The Council used six contractors to serve as Law Enforcement Liaisons (LELs) in six different regions of Indiana. Each LEL worked diligently to form new and maintain existing partnerships with law enforcement agencies throughout the state. They worked to gain support and participation in current seat belt and DUI overtime enforcement programs. They met with law enforcement departments to assist in developing effective traffic safety programs and policies that can be implemented at the local level in an effort to achieve the Council’s goals of reducing death, injury and economic cost resulting from motor vehicle crashes. The two main program areas are: occupant protection programs that will increase the state’s seat belt and child restraint usage, and impaired driving programs that will reduce impaired driving crashes, deaths, and injuries in the state of Indiana.

LELs focused their efforts on specific methods and activities developed by the Council and followed program guidelines developed at the state and national level. Their efforts were critical in the success of the Click It or Ticket program this past May as they gained commitments from more than 400 law enforcement agencies to conduct more than 4,000 seat belt enforcement zones throughout the state during the two-week mobilization period. The LELs also travel both in and out of state, representing the Council at events, workshops, meetings, and conferences.

Indiana’s Surface Transportation Safety Summit

On September 17, 2002, Indiana’s Safety Leadership Team (comprising 11 agency leaders, four USDOT modal administrators and one nonprofit organization) hosted the state’s first-ever Surface Transportation Safety Summit entitled “Working Together, We Can Save Lives in Indiana.” Targeted local teams of four were invited from jurisdictions representing the four “Es” of safety: education, enforcement, engineering, and emergency response. Approximately 130 local, state, and federal officials were in attendance. The teams worked in groups to identify and develop a multidisciplinary approach to safety problems in their communities. Groups reported out and provided state-level recommended safety strategies for consideration. Participant evaluations were very favorable and requested that this type of meeting be conducted again.

St. Joseph County Safe Communities

St. Joseph County has created a strong, diverse coalition that consists of representatives from local law enforcement (South Bend, Mishawaka, and St. Joseph County police departments as well as the St. Joseph County Prosecutor’s Office), local hospitals (Saint Joseph Regional Medical Center and Memorial Hospital), local businesses, community leaders, and many others. The foundation was laid for a strong program that leverages the vast resources of coalition members to affect change in their community.

The Coalition has played an active role in planning and implementing a number of activities, including, but not limited to:

- Walk to School Day 2001 and 2002
- Seat Belt Awareness Projects
- Car Seat Clinics
- Stand for Children Day
- Healthy Communities Day
- Family Fun Walk
- The Red Ribbon March
- Presentations in local high schools regarding drinking and driving, conducted during prom season

The Safe Communities Coalition has sought out every opportunity to spread the word about traffic safety and injury prevention in their community. The Coalition has established a partnership with the St. Joseph County Safe Kids Chapter and anticipate doing the same with St. Joseph County Project Impact. During the year, numerous press releases were sent and a number of community events were participated in. Visitors can learn about coalition activities, share information on the bulletin board, and study crash information data by visiting www.healthecommunities.org.

Vigo County SAFE KIDS

In collaboration with CTSP and the Safe Communities initiative, SAFE KIDS has achieved great success in county-wide injury prevention, education, and intervention efforts. They remain a viable factor in reducing childhood injuries, addressing teen risk factors for traffic injuries, and continuing community awareness and education in families, schools, churches, and community agencies and organizations throughout Vigo County.

A few of the accomplishments of FY 2002 include:

- Distributing 45 infant seats to families in need through a voucher program at Union Hospital.
- Maintaining a Permanent Fitting Station.
- Distributing 26 booster seats to low income families in cooperation with YWCA.
- Distributing child safety seats through the state’s B.S.E.A.T.E.D. voucher program.
- Conducting 14 car seat check-up events.
- Conducting seat belt and DUI programs at two high schools.
- Distributing several hundred bicycle helmets through elementary schools.

On July 30 – August 1, 2002, over 1,000 people, representing all facets of communities from across the state, attended the Many Voices, One Vision conference hosted by two of CJI's divisions, the Council and Governor's Commission for a Drug-Free Indiana, Family Social Services Administration/Indiana Division of Mental Health and Addiction, Indiana Prevention Resource Center, Indiana Department of Education, Indiana Tobacco Prevention and Cessation Agency, Meeting Services Unlimited, Clarian Health Partners, and Chances for Indiana Youth.

Over the course of the three-day conference, attendees were provided with an atmosphere that encouraged networking, facilitated learning, and provided a wide variety of workshops in the areas of alcohol, tobacco and other drugs; coalition building; media advocacy; social marketing; youth development; alternative sentencing for DUI offenses; drug courts; and criminal justice related issues.

In addition, 49 exhibitors and 12 advertisers had an opportunity to showcase their products and services.

The Council places considerable emphasis on its public information and education efforts. Campaigns are continuously occurring as well as various sponsorship opportunities across the state. For each campaign, every law enforcement department and grantee receives pre- and post-enforcement press releases. These releases are written so the only thing officers must do is fill in the blanks. Departments then send these releases to their local media.

During each campaign, the Council places media buys around the state. Details of each campaign's media buy are included later in this report. On average, the Council receives a two-for-one deal when purchasing media, which means for each campaign media summary, the cost per impression averages less than \$.01.

In focusing on the future, the Council plans on continuing to gain more exposure across the state. Plans to provide an activity/idea guide to local law enforcement departments are being developed. More activities at the local level will be a goal. Local law enforcement departments best know their own communities. They know what will work and what won't be well received. The Council plans on supporting those local efforts with campaigns, press releases, sponsorships and other activities.

Blitz 29		Blitz 32	
Newspapers	\$26,000	Newspapers	\$12,000
Media buys	\$313,000	Media buys	\$62,000
Blitz 30		General Traffic Safety messages	
Newspapers	\$12,000	Newspapers	\$100,000
Media buys	\$20,000		
Blitz 31		DUI	
Newspapers	\$180,000	Newspapers	\$125,000
Media buys	\$827,000	Media Buys	\$64,000
Total Earned Media		\$1,741,000	

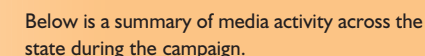
Every hour someone dies in America because they weren't wearing a seat belt. Failure to buckle up plays a role in more motor vehicle fatalities than any other traffic safety-related behavior. With these statistics in mind, the Governor's Council began the assertive media and enforcement campaign called "Click It or Ticket." The goal was to ensure the safety of Hoosier travelers by making sure everyone in the vehicle was properly restrained.

Increased public information and education accompanied by aggressive enforcement helped Indiana raise its seat belt compliance rate 10 percent over the past two years [as of Nov. 2001]. By implementing the "Click It or Ticket" campaign, the Governor's Council believed that percentage would continue to increase.

The Governor's Council visited seven malls across the state to educate Hoosiers about the "Click It or Ticket" message. Families visiting the malls were invited to play the Seat Belt game, a life-sized board game that required answering traffic safety questions. If answered properly, children rolled a huge dice to proceed. Parents could also ask questions to certified child safety seat technicians who were in attendance at the malls.

Sample 60-second scripted PSA

Warning — the deadliest place in America is on our roadways. The facts: every hour someone in America dies because they didn't buckle up. Three out of four traffic crashes happen within 25 miles of home. Eighty percent of all car crashes occur at less than 40 miles per hour. A question for all parents: Is Your Family Buckled Up? Seat belts are the law, and the state of Indiana operates under a no tolerance policy. Refuse to buckle up your family and you're asking for a ticket or a fine. Seat belts save lives, more than 9,500 lives a year. Properly securing yourself and your child improves your chances of surviving a crash by 50 percent. So no matter where you're taking your family, whether it's to school or the grocery store, football practice or ballet lessons, remember to always buckle up. It's the law. And for your family's safety, it will be enforced. Click It or Ticket. This message brought to you by Operation Pull Over, the Governor's Council on Impaired & Dangerous Driving, and your local law enforcement.



BLITZ 29 MEDIA SUMMARY	
TV	\$224,520.50
RADIO	\$86,573.80
OUT-OF-HOME	\$69,691.20
PRINT	\$26,848.32
RADIO REMOTES	\$3,282.75
TOTAL:	\$410,916.57
TOTAL PLACEMENTS:	9,679
TOTAL IMPRESSIONS:	98,851,269
TOTAL GRPS:	12,072.50
TOTAL MARKET VALUE:	\$724,164.58
TOTAL EARNED VALUE:	\$313,248.01
REACH:	99.9%
FREQUENCY:	120
COST PER IMPRESSION:	\$0.004

Law Enforcement Doing Their Part
To Ensure the Safety of Hoosier Children

In collaboration with Child Passenger Safety Week, Feb. 10-16, the Governor’s Council educated Hoosiers on Indiana’s child passenger safety laws and how to keep children safe while riding in a vehicle.

Indiana law requires children under four years of age to be properly transported in a child safety seat that meets federal safety standards, and children ages four-12 to be in a child safety seat or vehicle seat belt.

“Progress has been made in increasing the use of child safety seats which has decreased deaths among children in crashes,” said Jerry McCory, director of the Council. “But much more remains to be done.”

Unfortunately, in Indiana nearly 90 percent of child safety seats are misused. Most parents think their child is safe while in a vehicle, but sadly they are not. Proper use of child safety seats reduces fatal injury by 71 percent for infants and by 54 percent for toddlers (one-four years old) in passenger cars.

Beginning Feb. 24, Indiana law enforcement officers increased enforcement efforts looking for seat belt and child passenger restraint violators. The enforcement period followed an aggressive educational campaign to educate parents about properly restraining their child in a

vehicle. Staff from the Council and ASP traveled to hospitals and new mothers groups across the state, educating new parents about the proper usage of child passenger safety seats.

“Children are the future of Indiana,” McCory said. “Ensuring parents and care givers take the time to learn how to keep them safe while riding in a vehicle is necessary. Learning how to buckle them up properly is one of the Council’s goals.”

In addition to the events across the state, a media campaign ran Feb. 11-23 (radio) and Feb 11-March 9 (out-of-home). The media campaign included radio public service announcements and out-of-home advertisements (billboards and newsboxes). The media buy was placed in Indianapolis, Evansville, Lake Co., South Bend, Fort Wayne, and Terre Haute.



Below is a summary of media activity across the state during the campaign.

BLITZ 30 MEDIA SUMMARY	
RADIO	\$15,727.00
OUT-OF-HOME	\$11,916.85
TOTAL	\$27,643.85
TOTAL PLACEMENTS	589
TOTAL IMPRESSIONS	16,087,340
FREQUENCY	12.8
REACH	24.5%
TOTAL MARKET VALUE	\$48,160.92
TOTAL EARNED VALUE	\$20,517.07
COST PER IMPRESSION	\$.002

Sample 60-second scripted PSA

BUCKLE ME UP! If your newborn could talk — and was old enough to understand the importance of proper child restraint — he or she might scream those words at you before each and every car ride. Fact — traffic crashes are the leading cause of death for children after the first year of life. Fact — each year, six out of every 10 children who die in crashes are unrestrained. Tragically, nearly half of these unbuckled children would be alive today if they had been restrained properly. Nearly 90 percent of child safety seats are not properly installed. Don't let your child be in that 90 percent. Make sure that children 12 and under are properly restrained in the back seat. And always remember that infants should NEVER ride in the front seat of a vehicle with an air bag. Buckle 'em up properly. Click it or Ticket. It's the law. And it will be enforced. For more information on child safety seats, call 1-800-KID-N-CAR. That's 1-800-K-I-D-N-C-A-R. This message brought to you by the Governor's Council on Impaired & Dangerous Driving, a division of the Indiana Criminal Justice Institute, and your local law enforcement agency.

Click It or Ticket Will Save Hoosier Lives

“This campaign was Indiana’s most aggressive and complete lifesaving traffic safety effort and we wanted everyone to know what Click It or Ticket was all about,” stated McCory. “We wanted Hoosiers to know what commercials were being played, what the billboards looked like, where the seat belt enforcement zones occurred, and what the results of the campaign were. We didn’t want one Indiana citizen to be surprised by the intense effort of Click It or Ticket.”

The month of May was proclaimed Click It or Ticket month in Indiana by Governor Frank O’Bannon, Indianapolis Mayor Bart Peterson, and many other local leaders and mayors around the state.

To better educate and inform Indiana citizens, a Web site and toll free number were available to learn more about Click It or Ticket. The Web address was www.in.gov/cji/clickit and the phone number: 866/499.4969. Over 10,000 hits occurred on the Web site during the month.

Events were held across the state to target various audiences about Click It or Ticket. Below is a list of events that occurred.

- May 4 – Buckle Up for Breakfast. Council staff and local law enforcement officers served free breakfasts at area Indiana home improvement stores to those motorists who were properly restrained. Local businesses donated coffee and donuts. Local radio stations broadcasted from the location and additional “giveaways” were available for those passengers of pickup trucks who were buckled up.
- May 11 – Click It or Ticket visited eight Indiana high schools. The message to teens was simple: “Secure yourself. Secure your date. Secure everyone in your car. Click It or Ticket—every time you get in the car.”

Teens were also reminded of another reason to wear a seat belt in addition to safety: Avoiding a ticket. Seat belts are required by law. It could save their life, but will definitely save them from receiving a ticket from Indiana law enforcement officers.

Council staff and local law enforcement departments across the state reminded drivers as they left school to take two seconds to buckle up. Local radio stations broadcasted live from each school. Giveaways were distributed to those who were properly restrained.

- May 15 – Click It or Ticket was launched at the Indianapolis Motor Speedway by Secretary of Transportation Norman Mineta, the Governor’s Council on Impaired & Dangerous Driving, National Highway Traffic Safety Administration (NHTSA), Federal Highway Administration (FHWA), Indiana Department of Transportation (INDOT), and state and local law enforcement officers.
- May 18 – Child Passenger Safety. Click It or Ticket partnered with Indiana SAFE KIDS and State Farm to sponsor a child passenger safety day across Indiana. Eighteen locations were set up statewide for individuals needing their child safety seat inspected.

Once the enforcement initiative of the campaign began, law enforcement agencies faxed in enforcement zone results daily. At 2:00 p.m. each day from May 19 – June 2, daily updates were sent to the media. Individual county results were also posted to the Web site.

In addition to the events across the state, a media campaign ran May 11-June 1. As a part of that media campaign, television and radio public service announcements, print advertising, and out-of-home advertisements (billboards and newsboxes) were utilized. The media buy was placed in virtually every market in Indiana.

Sample 60-second scripted PSA

If you don't buckle up, you'd better listen up. Law enforcement officers across Indiana are cracking down on motorists who don't buckle up and don't buckle up their kids. It's called Click It — or Ticket. Indiana operates under a zero tolerance policy for motorists who don't wear their seat belts and don't properly restrain their children, either. Refuse to buckle up everyone in the vehicle and you're asking for a ticket. Officers don't like writing tickets. But they will. They'll do it because they know seat belts save lives...more than 9,500 lives a year. So, starting May 19th, Indiana law enforcement officers will be out on the roads in force, making sure you and all your kids are buckled up. All you have to remember is this...zero tolerance. Buckle up. It's the law. Click It — or Ticket. Click It or Ticket is sponsored and paid for by the Governor's Council on Impaired & Dangerous Driving, a division of the Indiana Criminal Justice Institute, in partnership with the National Highway Traffic Safety Administration.



Below is a summary of media activity across the state during the campaign.

BLITZ 31 MEDIA SUMMARY	
TV/CABLE	\$478,012.51
RADIO	\$227,152.86
OUT-OF-HOME	\$197,282.50
PRINT	\$50,282.50
RADIO REMOTES	\$10,359.00
TOTAL	\$963,089.37
TOTAL PLACEMENTS	25,309
TOTAL IMPRESSIONS	120,197,102
TOTAL GRPS	52,531
TOTAL MARKET VALUE	\$1,789,731.41
TOTAL EARNED VALUE	\$826,642.04
AVERAGE REACH	98.7%
AVERAGE FREQUENCY	88
COST PER IMPRESSION	.008

You Never Know When You’ll Be Face-to-face with a Crash, Because “IT HAPPENS”

Through participation in Click It or Ticket’s Pickup Truck Seat Belt Campaign, area law enforcement officers reminded late summer travelers that driving without a seat belt poses serious risk—and a higher risk for those traveling in pickup trucks.

The message to motorists was that “It Happens.” What? Motor vehicle crashes.

“Many motorists think they are safer in a pickup truck and the likelihood of a crash is less than in a passenger vehicle,” said Jerry McCory. “The fact is that ‘it happens’ to everyone in all vehicles and the best chance for survival is buckling up all the time.”

Indiana is among the nation’s leaders when it comes to the number of pickup truck drivers killed on the road that weren’t wearing seat belts—a leading fact that isn’t so glamorous. This was one of the main reasons the campaign was created.

The other reason is that pickup trucks are not covered under Indiana’s seat belt law. The message needed to be relayed that the danger of being involved in a motor vehicle crash and sustaining serious or fatal injuries is just as likely in a truck as in a car.

Local law enforcement departments held events in their own communities to promote seat belt usage. From attending local fairs to passing out giveaway items at enforcement zones, the message was widely distributed.

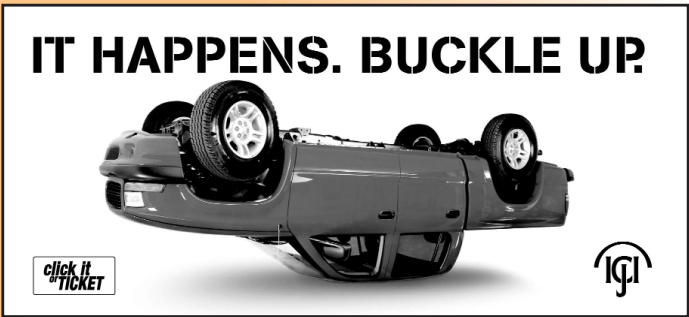
In addition to the events across the state, a media campaign ran Aug. 19 - Sept. 9 (radio) and Aug. 15 - Sept. 15 (out-of-home). As a part of this media campaign were radio public service announcements and out-of-home advertisements (billboards and newsboxes). The media buy was placed in Indianapolis, Evansville, Lake Co., Lafayette, Southern Indiana, South Bend, Fort Wayne, and Terre Haute.

Sample 60-second scripted PSA

A message to all of Indiana’s pickup truck drivers. Be safe. Buckle up. Why? Because IT HAPPENS. Indiana is among the nation’s leaders when it comes to the number of pickup truck drivers killed on the road who weren’t wearing their seat belts. Only forty-four-point-nine percent of pickup truck drivers in Indiana wear their seat belts. The fact is that no matter what vehicle you’re driving, no matter what its size, no matter how high up off the road you’re riding or how good a driver you may be, you’re taking on an enormous risk by not buckling up. Every 12 minutes someone in America is killed in a traffic crash, and three out of four crashes happen within 25 miles of home, on the very same roads you drive every day. Seat belts save lives — more than 9,500 lives a year on average. Properly securing yourself and your child improves your chances of surviving a crash by 50 percent. So please. In a pickup? Buckle up. IT HAPPENS. This message brought to you by the Governor’s Council on Impaired & Dangerous Driving, a division of the Indiana Criminal Justice Institute, and your local law enforcement.

Below is a summary of media activity across the state during the campaign.

BLITZ 32 MEDIA SUMMARY	
RADIO	\$63,901.38
OUT-OF-HOME	\$36,845.23
TOTAL	\$100,746.61
TOTAL PLACEMENTS	1,697
TOTAL IMPRESSIONS	41,915,056
REACH	47.17%
FREQUENCY	35.4
TOTAL MARKET VALUE	\$162,226.74
TOTAL EARNED VALUE	\$61,480.13
COST PER IMPRESSION	\$.002



During the Holiday Season If You Drink and Drive, You’ll Lose.

As Hoosiers celebrated the holiday season with family, friends, and co-workers, toasting the memories of the passing year and the hopes and dreams of the coming year, the Council reminded them not to forget to make the most important resolution – designate a sober driver.

Too many people never see the New Year because they are the victims of one of the most often committed criminal offenses—impaired driving.

The fact that Indiana’s legal blood alcohol content was reduced from .10 to .08 in July 2001, inspired a reminder that would be beneficial to Hoosiers. The campaign stated – “.08. It’s the Law. Don’t Blow It.”

Between Dec. 21 and Jan. 4, DUI: Taskforce began patrolling Indiana’s roadways targeting impaired drivers. The enforcement period supported the national “You Drink & Drive. You Lose.” campaign.

All Hoosiers must do their part as communities and as individuals if Indiana is going to see declines in the number of alcohol- and drug-related crashes.

Hoosiers were also reminded to always remember their best defense in a crash involving an impaired driver is to be wearing their seat belts. Wearing a seat belt reduces the chance of death or injury by nearly 50 percent and it’s also the law.

Events were held around the state at holiday activities. Those who visited the Council’s display signed a “sober driver” pledge. The pledge was on the reverse side of an ornament. They could then hang the ornament on the tree. Radio stations broadcasted live from each event. Where allowed, candles were also lit to represent those killed by impaired drivers on Indiana’s roadways.

In addition to the events across the state, a media campaign ran Nov. 19 – Jan. 2 (radio) and Dec. 5 - Jan. 5 (out-of-home). As a part of that media campaign, were radio public service announcements and out-of-home advertisements (billboards and newsboxes). The media buy was placed in Indianapolis, Evansville, Lake Co., South Bend, Fort Wayne, and Terre Haute.

Sample 60-second scripted PSA

The holiday season is a time to celebrate with family and friends, but it’s also one of the deadliest times of the year because of impaired drivers. So this holiday season, make sure you’re aware of the Indiana law that affects everyone with a driver’s license. Point oh-eight. If you don’t know it, you might just blow it. This holiday season, the maximum legal blood alcohol content for drivers is point oh-eight. Forget about point one-oh. It’s history. The law changed, and it’s tougher. Wherever you’re traveling for the holidays, it’s your responsibility to know it: point oh-eight. If you drive while at or above point oh-eight blood alcohol content, you’ll be arrested for drunk driving. You could face heavy fines and even jail time...Because drunk driving is a crime. If you drink and drive, YOU LOSE. This holiday season, know the limit; know the LAW. Point oh-eight...Don’t blow it! This message brought to you by the Governor’s Council on Impaired & Dangerous Driving, a division of the Indiana Criminal Justice Institute, and this station.



Below is a summary of media activity across the state during the campaign.

DUI BLITZ 33 MEDIA SUMMARY	
RADIO	\$27,248.25
SPONSORSHIP	\$30,000.00
OUT-OF-HOME	\$31,789.01
TOTAL	\$89,037.26
TOTAL PLACEMENTS	2,046
TOTAL IMPRESSIONS	19,558,022
TOTAL GRPS (Combined radio only)	1,035.7
AVERAGE FREQUENCY	51.2
AVERAGE REACH	46.6%
TOTAL MARKET VALUE	\$152,848.53
TOTAL EARNED VALUE	\$63,811.27
COST PER IMPRESSION	\$.005

Below is a summary of media activity across the state during the campaign.

MINORITY COUNCIL BLITZ 01	
RADIO	\$16,557.59
OUT-OF-HOME	\$11,087.55
PRINT	\$9,938.30
TOTAL	\$37,583.44
TOTAL PLACEMENTS	556
TOTAL IMPRESSIONS	14,240,260
TOTAL GRPS (broadcast only)	183.1
AVERAGE FREQUENCY:	6.4
AVERAGE REACH (excluding print)	44.9%
TOTAL MARKET VALUE	\$61,060.10
TOTAL EARNED VALUE	\$23,476.66
COST PER IMPRESSION	\$.0026

“Am I my brother’s keeper?”

A special outreach initiative from Indiana’s Click It or Ticket campaign.



In February 2002, the Council launched statewide radio and billboard messages, and an Indianapolis-based newsbox message with the slogan, “Am I my brother’s keeper?”

*abróchese el
cinturón o
sufra la sanción*

Latino Festivals and Celebrations

The Council was a title sponsor of three Latino festivals throughout the year. Hosted by a very popular local Spanish radio station, this was an extremely effective way to reach Indiana’s rapidly growing Hispanic community.

As part of this sponsorship, over 300 commercials aired in Spanish, over 600 promotional mentions aired, press releases were distributed, prerecorded and live interviews aired, and logos were included on all event materials.

The primary focus of the message was child passenger safety with a secondary message of overall seat belt use.

On-site appearance occurred with bilingual child passenger safety technicians available to assist with car seat questions and concerns. Translated literature was also available to attendees.

Impaired Driving – One Strike and You’re Out

To reach communities across the state with an impaired driving message, the Council turned to a popular summer pastime, baseball. A statewide public awareness campaign was launched at baseball parks from South Bend to Evansville. The slogan was “During this game, 24 Americans will die in car crashes.” The message was created to remind Hoosiers that impaired driving kills, but also served as a reminder that buckling up gives someone a 50 percent greater chance of survival in an impaired driving crash.

The signage had 24 “Americans” faces to illustrate the people who are killed because of impaired drivers...mothers, fathers, brothers, sisters, and friends. Accompanying the ballpark message were the words, “You Drink and Drive, You Lose.”



Sponsorships

Throughout the course of the year, the Council participated in many sponsorship opportunities across the state. As a component to each opportunity was on-site appearances, media coverage, and signage. In some instances, a designated driver program was also implemented. Here are just a few highlights of various sponsorship packages.

Indiana State Fair

August 16 was Click It or Ticket Day at the State Fair. All fairground employees wore Click It or Ticket shirts, everyone who attended on that day received a brochure attached to their parking pass, giveaway items were distributed, signage was everywhere on the grounds, and Indianapolis Mayor Bart Peterson held a press conference to announce Indiana’s new seat belt usage rates—the highest in the state’s history.

In addition to the “day” sponsorship, signage was posted at every exit throughout the entire run of the fair—12 consecutive days.



Other sponsorship opportunities with baseball teams included public address announcements reminding fans between innings about the danger of impaired driving, and exit and concourse signage. The exit signage stressed the importance of buckling up.

Sample Signage

CLICK IT OR TICKET ON YOUR WAY HOME BECAUSE THE FORT WAYNE WIZARDS WANT TO SEE YOU BACK AT OUR NEXT GAME ON AUGUST 2.

Sample Scripted PSA

Enjoy baseball season with family and friends this summer. When cheering your team on to victory, drink responsibly and remember Indiana law...Point-Oh-Eight...Don't Blow It! You will be caught! This message brought to you by the Governor's Council on Impaired & Dangerous Driving. A division of the Indiana Criminal Justice Institute.

Cities where the campaign ran included South Bend, Fort Wayne, Indianapolis, and Evansville.

During the last week of June, the Council traveled to each ballpark, to take the message to baseball fans. Fans were able to ask questions, and try their hand at "simple tasks" with fatal vision goggles. Participants seemed quite surprised at what a true "impaired" state can do to one's abilities. Many commented on how "scary" the experience was.

Feedback from each ballpark was very positive. General manager of the Fort Wayne Wizards personally thanked the Council for its involvement and expressed his gratitude for the dedication to removing impaired drivers from Indiana roadways. He told us the Wizards front office received positive feedback about the signs and PA announcements.

WENS Meijer SkyConcert

For the second year in a row, the Council participated in Meijer SkyConcert at White River State Park. The state's largest firework display over Labor Day weekend gave the Council yet another opportunity to educate Hoosiers on the impaired driving message.

SkyConcert festivities, which begin early in the afternoon, usually include large amounts of alcohol consumption until well after the firework display at 9:00 p.m.

In an effort to combat this problem and encourage the use of a sober driver, the Council posted signage with the "You Drink and Drive, You Lose" message throughout the park. In addition, signage posted in restrooms was the same used at Verizon Wireless Music Center. This provided a constant message with continuous visibility.

The Council also sponsored ID Stations throughout the event that identified those over 21 years of age with wristbands that read "You Drink and Drive, You Lose."

SkyConcert has an audience of approximately 500,000 people. Nearly each of those in attendance listened to music choreographed to the fireworks show. The music is broadcast live on a local radio station. Keeping in mind the mass amount of traffic to and from the event all listening to the same radio station, the Council aired traffic sponsorships reminding Hoosiers to know the legal alcohol limit of .08%, that there is strict enforcement from law enforcement officers for impaired driving, and to always Click It or Ticket.

Verizon Wireless Music Center

As one of the premier music amphitheaters in the Midwest, Verizon Wireless Music Center served as another great venue for Indiana's impaired driving message.

For the 2002 concert season, the Council improved upon an already established designated driver program. The continued implementation of the program allowed concert-goers to designate themselves as the sober driver of their party. A person electing to be the designated driver would sign a participant list, have their ID checked, receive a wristband with the "You Drink and Drive, You Lose" message identifying themselves as the designated driver, plus coupons for two free soft drinks. Concession stand employees were not allowed to sell any alcohol beverage to anyone wearing a wristband. Very prominent signage at all points of entry to the venue informed concert attendees about the program and how they could participate.

Response to the program was tremendous. Nearly every concert had a continuous line at the designated driver kiosk up until the time of the concert beginning. Many people were thankful to the Council and Verizon for implementing such a program.

To serve as a reminder throughout concerts and events at Verizon, bathroom signage was displayed in the men's and women's restrooms. With a humorous message that incorporated our enforcement message, the bathroom signage definitely received much attention. So much attention, that posters were taken from many restrooms and had to be replaced.

Tackling the Impaired Driving Issue

Leading up to the Council's December campaign, work continued at popular fall destinations in Indiana...Indiana University and Purdue University football games.

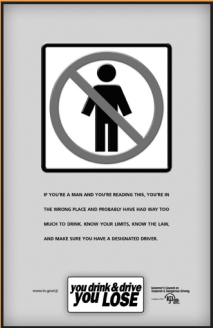
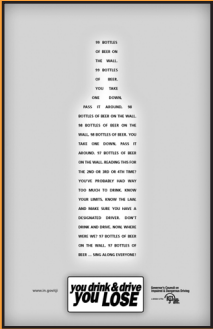
With tailgating being a popular pre- and post-game activity where alcohol is often consumed, reminders about designating a sober driver and drinking responsibly fit well into these college environments.

As part of the sponsorship, the impaired-driving message was included on radio broadcasts of each home game for IU and Purdue. At each stadium were billboards with the same ad that was particularly effective at the baseball parks across the state. Again, these displays maintained a consistent, effective message.

Additionally at Purdue, an added segment to the sponsorship was a feature segment recognizing the "Defensive Player of the Game."

Sample scripted PSA

If you've been drinking, don't get behind the wheel...Have a designated driver...If you are caught driving impaired, you will be arrested...From the Governor's Council on Impaired & Dangerous Driving, a division of the Indiana Criminal Justice Institute.

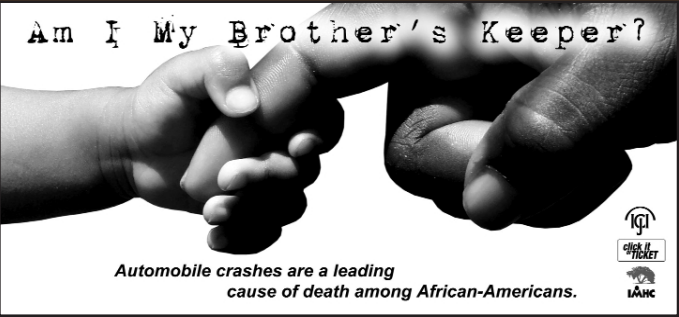


Indiana Black Expo Summer Celebration

The Council participated in the Summer Celebration to further promote the “Am I My Brother’s Keeper?” campaign. Sponsorship included an on-site booth, signage, media coverage, and opportunities to discuss with leaders of the African-American community the importance of seat belts.

With hundreds of thousands of attendees, the venue provided the Council the opportunity to educate those participants on the grim statistics associated with African-Americans and seat belt usage.

In addition to the sponsorship opportunity, the Council conducted a statewide media campaign. The media campaign coincided with the week-long event with coverage in Indianapolis, South Bend, Lake Co., Muncie, and Evansville.



Below is a summary of media activity across the state during the campaign.

SUMMER CELEBRATION MEDIA SUMMARY	
RADIO	\$19,953.80
OUT-OF-HOME	\$5,917.00
PRINT	\$5,890.43
TOTAL	\$31,761.23
TOTAL PLACEMENTS	
TOTAL IMPRESSIONS	9,795,259
TOTAL GRPS (broadcast only)	124.1
REACH (broadcast only)	16.9%
FREQUENCY (broadcast only)	7.4
TOTAL MARKET VALUE	\$48,501.11
TOTAL EARNED VALUE	\$16,739.88
COST PER IMPRESSION	\$0.003

YOUTH

Indiana Point Of Youth (POY)

POY: Creating Advocates for Safe Communities is a youth advisory group to the State’s decision-makers on substance abuse and public safety issues. Much like the Commission and Council’s adult Steering Committees, this group of young people from around the state advises the Governor and General Assembly on substance abuse and public safety issues. They developed action plans to implement in their own communities, as well as served as a link between state policymakers and the youth whose lives are directly impacted by policies surrounding substance abuse and public safety.

The POY members represented 38 different communities in 28 counties of Indiana. They met nine times a year on the second Saturday of the month during the school year. They came from very diverse settings and backgrounds including private and public schools. Representing urban and rural environments, they ranged in age from 14 to 18 years old. Some of them had a lot of experience with advocacy groups and were members of previous POY classes, while others were just beginning to get involved. We are very proud of this impressive group of youth and are excited for the coming year, as well as the years to follow.



POY Mission

- Providing a unique perspective to the Governor, Indiana General Assembly and other decision makers on concerns relating to alcohol, tobacco and other drug use, impaired driving, traffic safety, and public safety issues.
- Developing and promoting a plan of action in the local community and state that addresses these issues.
- Interacting with other youth and civic groups from around the state and nation with similar concerns.

In an effort to form strong relationships among the students, the Indiana Point of Youth holds a retreat each year after the new members have been chosen. This retreat also helps the youth understand the different divisions of the Indiana Criminal Justice Institute.

Indiana Point of Youth decided on five topics to cover for the year. Goals were set for each category and subcommittees were created to achieve them.

Subcommittees and their respective goals for the 2002-2003 POY year are as follows:

Substance Abuse - increase awareness of over-the-counter drug abuse, tobacco issues, and increase enforcement and education of methamphetamine.

Awareness/Marketing - develop Web site and quarterly newsletter to promote POY.

Juvenile Awareness - increase awareness of juveniles’ rights and school safety issues as well as inform policymakers of changes to Indiana’s juvenile code.

Alcohol and Traffic Safety Awareness - advocate for an increase in alcohol tax and tougher penalties for DUI offenses, as well as legislation requiring seat belt use in all seating positions of all vehicles.

Voice of Victims - increase awareness of victim’s issues among youth including date rape and dating violence.

POY developed and promoted a plan of action in local communities as well as across the state that addressed these concerns. This group of youth advocates also interacted with other youth and civic groups from around the state with similar concerns.

POY Accomplishments

Keg Tracking

With hard work and dedication, keg tracking passed into law with efforts from POY and the Indiana Coalition to Reduce Underage Drinking (ICRUD). The law requires every keg sold in the state of Indiana to have a label attached, making it easy to track both the purchaser and seller of each keg. The purchaser must sign a receipt of sale, which the seller is required to keep on file. The law will take effect on July 1, 2003. POY students testified at the committee hearing on keg tracking, and many students wrote letters to the editor about keg tracking as well as a tax increase on alcoholic beverages.

Tobacco Tax Increase

Tobacco’s toll in Indiana is devastating — 31.6 percent of youths currently smoke, and 20,500 more kids become regular, daily smokers every year. One-third of them will die prematurely. POY campaigned to increase the cigarette tax from 15.5 cents to 55.5 cents per pack.

POY members saw this as an opportunity to help prevent youth from starting to use tobacco and reduce the number of youth smokers. With the tax increase, it is expected that 43,000 Indiana youth will not become smokers, which is equivalent to filling Conseco Fieldhouse more than twice!

Other benefits include:

- Preventing 20,000 Hoosier smoking-related deaths.
- Producing \$760 million in long-term health-care savings.
- Raising additional revenue for the state budget.

Statewide Students Against Destructive Decisions

The Council began funding Indiana’s statewide Students Against Destructive Decisions (SADD) program this year under the direction of Jim Noffsinger. The mission of SADD was to provide students with the best prevention and intervention tools possible to deal with the issues of underage drinking, impaired driving, drug abuse, and other destructive decisions such as not wearing seat belts. The state coordinator has been successful in increasing the number of school SADD chapters from 80 to 170 since the office first started in September 2000. The first SADD conference was held

in April, and 185 students and 15 advisors from across the state were in attendance. Special awards were given to recognize the SADD Chapter of the Year, the SADD Student of the Year, and SADD Advisor of the Year.

Other accomplishments include:

- Developing Indiana’s SADD Student Leadership Council.
- Creating a database of every school and SADD Chapter in the state.
- Mailing quarterly newsletters to more than 400 schools statewide.
- Mailing out more than 25 SADD manuals to new and existing chapters.
- Receiving and answering more than 1,000 e-mails throughout the year.
- Participating in over 12 conferences and trainings.
- Serving on more than 10 committees and advisory councils.
- Partnering with C.H.A.N.C.E.S. in the Red and Orange Ribbon Campaigns.
- Established the “Quick Click Challenge” among high schools.

Youth Legislative Breakfast

This event gave young people the opportunity to learn about the legislative process and how they could participate in developing safer communities around Indiana. They were informed about the many pressing issues of:

- Traffic safety;
- Underage drinking;
- Tobacco and other drugs; and,
- Other public safety issues.

Over 150 youth participated in the Youth Legislative Breakfast at the Indiana Statehouse. Issues presented to participants and members of the Indiana General Assembly were:

- Keg registration/tracking;
- Impaired driving/underage drinking; and,
- Over-the-counter drug abuse.

POY students presented on each issue. They provided attendees with statistical data and offered personal insights on the subject matter. After the presentations, students had the opportunity to speak individually with their legislators about the issues presented at the breakfast that affect them and their peers.

Youth Summit

Youth Summit, an annual event guided by the mission of the Indiana Criminal Justice Institute, occurred for the sixth consecutive year. The goal was to bring together young people from across the state to promote positive youth choices and educate youth on current trends/issues, while obtaining new solutions and creative approaches from those directly affected by issues influencing Indiana youth.

Students had the opportunity to:

- Make their voice heard;
- Influence policymakers, elected officials, media, and law enforcement officers;
- Meet other students from across the state; and,
- Learn about advocacy and community involvement.

Youth Summit brought together over 300 students from around the state to participate in panel discussions/workshops on issues such as underage drinking, over-the-counter drugs, traffic safety, and club drugs. POY students facilitated the workshops while guiding and leading other youth participants. All participants voted on issues they felt were necessary to present to legislators. With recommendations completed, participants traveled to the Indiana Statehouse to hold a press conference for community leaders, state officials and legislators. After the press conference, participants met with their legislators to network and discuss youth/community issues.

Last year’s recommendations for legislation included:

- Increase Indiana cigarette tax;
- Responsible server training; and,
- Ignition interlock system.

Indiana’s Coalition to Reduce Underage Drinking (ICRUD)

ICRUD is a volunteer, nonprofit organization of students and adults from across Indiana who are working to change the environments that promote and facilitate underage drinking by educating the public and legislators, as well as strengthening or creating policies that will reduce youth access to alcohol.

Compliance Checks

With funding from the Criminal Justice Institute’s Enforcement of Underage Drinking Laws (EUDL) grant and the Council, ICRUD trained youth and local law enforcement on the proper way to conduct alcohol compliance checks. These checks, using youths 18-20 years old, were conducted randomly to ensure that retailers are being responsible and refusing to sell alcohol to minors. Several communities started conducting the alcohol compliance checks, and POY students were actively involved in the program as well.

Orange Ribbon Campaign

The mission of the Orange Ribbon Campaign is to use education and media outreach to make the orange ribbon the recognized symbol in changing public policy regarding underage drinking. The goal of the Orange Ribbon Campaign is to educate people about the problem of underage drinking and to mobilize people to advocate for a change to public policies that will reduce underage drinking.

April was designated as Orange Ribbon Awareness month and schools and communities were encouraged to develop initiatives and activities to reduce underage drinking. POY students have been instrumental in making the campaign a success.

TRAFFIC RECORDS

Indiana State Police Implements Vehicle Crash Records Project

Through the Indiana Traffic Records Steering Committee, ISP implemented a new system that will process and store vehicle crash records in a searchable database accessible to all local agencies. The new system will go live on January 3, 2003.

Approximately 250,000 vehicle crash reports are generated each year in the state of Indiana. ISP is required by the Indiana State Legislature to keep a repository of these records, so the information is available to the public and other local agencies. Turnaround time of information retrieval is often not sufficient because of the volume of information and constraints of the current system. Information requests are often backlogged.

Because ISP’s current system cannot quickly and effectively support the public’s need for crash information, a new system is being developed. The new Vehicle Crash Records (VCR) system will be compatible with data requirements of the BMV, INDOT, Fatal Analysis and Reporting (FARS), and Commercial Vehicle Enforcement Division (CVED).

The VCR system will allow automated data entry via high-speed scanning and data capture software. Local agencies will be able to access crash information for analysis via a database repository and the State’s FTP server. Software development began in July 2002. Production system testing and user-acceptance testing is slated to begin in November.

Traffic Records Steering Committee

Major Accomplishments:

- Train the trainers training sessions held by ISP for “Completing the New Crash Form” (December 2001);
- New crash form developed and implemented for Indiana (March 2002);
- Funding approved for crash records system to replace the IBM mainframe;
- Contractor selected March 2002. Contract awarded April 2002;
- Completed BMV program modifications for suspension notice letters as a result of crash-related lack of insurance (January 2002);
- NHTSA, FHWA, and FMCSA representatives formally added to TR committee (February 2002);
- TR committee initiated addressing citations as the next major topic for the committee (June 2002);
- CODES grant request submitted to NHTSA (July 2002) and funded (October 2002);
- NHTSA funds ISP - CVED proposal for commercial crash analysis (July 2002);
- Beta testing of new crash report processing system (October 2002); and,
- Proposed revised SR-21 (drivers’ report) delivered to ISP consultant (October 2002).

Open Container Transfer Funds

Section 154 – Open Alcoholic Beverage Container transfer funds have been utilized for various programs under the Section 152 for Hazard Elimination programs by INDOT. All projects have been reviewed and approved by the Federal Highway Safety Administration prior to receiving funding. Additional projects are being reviewed for approval and implementation.

A few of the projects are:

- Purchases of Truck-mounted Attenuators
 - Guardrail Median Barriers
 - Upgrade of Indiana Crash Records Systems
- Work Zone Enforcement
 - Click It or Ticket — Buckle-Up Roadway Signage

The Council works closely with INDOT to program funding for the most effective projects.

Traffic Records

Purdue University

The Council utilized the expertise of Purdue University, Center for the Advancement of Transportation Safety (CATS) to analyze, evaluate, and assist in the state’s traffic records data. CATS assisted state, county, and municipal law enforcement agencies, and other traffic safety advocates with request and interpretation of data. The major projects CATS assisted the Council with include:

- Traffic Records Committee coordination and facilitation;
- Pilot test the newly developed crash form;
- Development and dissemination of the Indiana *Crash Facts* Book;
- Analyzing Indiana’s Observational Seat Belt Survey Data;
- Assisting with the development of Indiana’s Performance Goals;
- Specialized Research;
- Crash Data Web-based access; and,
- Evaluation and analysis of OPO monitoring reports.

FINANCIAL REPORT

Federal Fiscal Year 10/01/01 to 09/30/02

SOURCES OF FINANCIAL SUPPORT	
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION	\$24,853,819.00
STATE OF INDIANA ALCOHOL COUNTERMEASURES	\$575,666.00
TOTAL REVENUE	\$25,429,485.00
PROGRAMMED FUNDS	
ADMINISTRATION	\$250,000.00
ALCOHOL	\$575,666.00
OCCUPANT PROTECTION	\$1,473,466.00
POLICE TRAFFIC SERVICES	\$391,107.00
TRAFFIC RECORDS	\$1,915,960.00
COMMUNITY TRAFFIC SAFETY PROJECT	\$564,940.00
SAFE COMMUNITIES	\$490,000.00
ROADWAY SAFETY	\$150,000.00
TOTAL NHTSA SECTION 402	\$5,811,139.00
SECTION 157 INCENTIVE FUNDS	\$1,220,900.00
SECTION 157 PAID ADVERTISING	\$200,000.00
SECTION 157 INNOVATIVE FUNDS	\$694,359.00
SECTION 157 INNOVATIVE PAID MEDIA	\$856,150.00
SECTION 405 OCCUPANT PROTECTION	\$1,232,820.00
SECTION 410 ALCOHOL	\$2,639,468.00
SECTION 411 DATA PROGRAM	\$605,610.00
SECTION 2003B CHILD PASSENGER PROTECTION	\$251,910.00
SECTION 154 ALCOHOL	\$3,365,796.00
SECTION 154 HAZARD ELIMINATION	\$8,551,333.00
TOTAL PROGRAMMED	\$25,429,485.00

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